

# The MANUFACTURING CONFECTIONER

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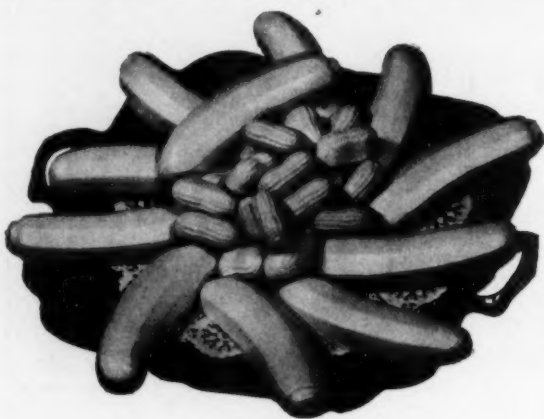
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or

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# WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted with Prominent Members of the Industry*



**HARRY R. CHAPMAN**  
New England Confectionery Company  
Cambridge, Mass.

## HARRY R. CHAPMAN

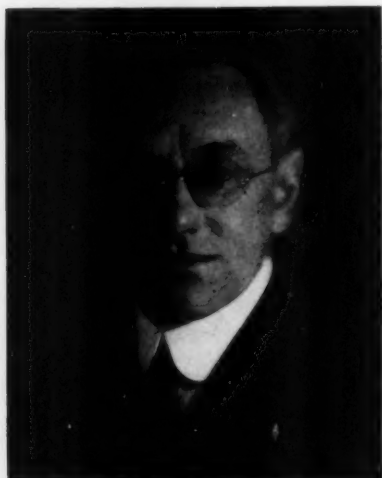
**H**ARRY RUSSELL CHAPMAN, vice-president and sales manager of New England Confectionery Company, Cambridge, Mass., and recently elected vice-president of the National Confectioners' Association, is widely known throughout the industry as one of its foremost leaders.

Vigorous and direct in personality, there is never an uncertainty as to the position of Harry Chapman in matters of industry concern. He is invariably in the midst of negotiations of importance to manufacturing confectioners. Backed by ten years of experience in the industry, Mr. Chapman is now serving as president of the New England Manufacturing Confectioners' Association.

He believes that the industry's greatest need is better quality candy and better marketing. Due to his thorough understanding of marketing economics, he is in demand among wholesaler associations as a speaker on confectionery distribution.

Harry Chapman entered the industry ten years ago when he joined the Necco firm because of the "opportunity offered to acquire stock ownership." His previous business experience was in the field of bakers' and confectioners' supplies, and he was associated 14 years with Armour & Company, meat packers of Chicago. He was educated in that city at Lewis Institute.

Horseback riding is Mr. Chapman's hobby and his favorite books are on the subjects of travel and biography. Consistent with his taste for reading, he spends his vacations in travel with Mrs. Chapman and his daughter Charlotte, of 23 summers. He holds club membership in the Beacon Society, Boston.



**LEON SWEET**  
Sweet Candy Co., Salt Lake, Utah

## LEON SWEET

**L** EON SWEET, like the new N. C. A. president, W. E. Brock, has a sense of humor that is as refreshing as the breeze from the great Salt Lake near which he is president of Sweet Candy Co., Salt Lake City, Utah. He is an aggressive character with human understanding, optimism and hosts of friends in the industry.

Mr. Sweet says: "I have been battling away in this noble industry for 44 years. I have seen jelly beans sell for 9 cents a pound and advance to 32 cents, then, after all these years, have seen them decline until today they are selling for 8 cents. Chocolate drops in the early '90s sold for 8 cents a pound and gradually advanced during the boom days of 1918-20 to 36 cents, and today they are back to 7 cents.

Mr. Sweet entered the candy

business in 1890 with the C. G. Staples Co., Portland, Ore. He has been with the Sweet Company 35 years.

Leon Sweet was recently elected vice-president of the N. C. A., which office he previously held. He also served two years on the executive committee, and has been president of the Western Association.

His son, Jack, 26, is associated with him in business. He has a married daughter and a grandson 2 years old.

He likes books on travel, mysteries and history. Plays golf. Spends his vacations in Alaska, Mexico, Hawaiian Islands, California and Europe.

## FRED W. AMEND

**F**RED W. AMEND'S success as one of the country's foremost specialty candy manufacturers is easily explained. He has a firm conviction that the candy industry's greatest need is specialization. So he is specializing—and has been for the past fourteen years.

He organized the Fred W. Amend Company in Chicago with that idea, fortified by an extensive background in candy production and the personal asset of shrewd business ability. Fred Amend took two of the industry's commonplace staples and, by specialization in both production and merchandising, made the "Chuckles" line of jellies and pan candies nationally-known products.

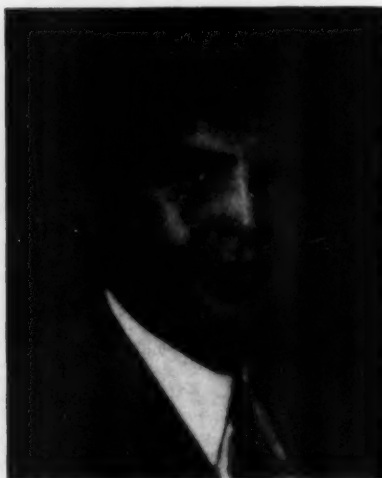
Mr. Amend "discovered America" in Cleveland, Ohio, March 28, 1891. Early in his youth he also discovered the candy industry, as his father was a candy production executive. Fred started his own career with Stephen F. Whitman & Sons, Philadelphia, and worked in other plants, rising to the position of production manager. He was educated in Chicago.

Mr. Amend declares that he decided to go into the manufacturing business on his own because he felt he was "unable to get anywhere as a production manager." His unusual ability to obtain low cost production efficiency has proven his forte as a successful manufacturer.

The modern equipped Amend factory is now located in Danville, Ill. Mr. Amend also maintains offices in Chicago.

Mr. Amend was president of the Chicago Candy Association last year and has served as secretary of the Specialty Confectioners' Association. He was also secretary, the Presidents' Club, which was an active influence for better conditions before the industry's code was established.

Mr. Amend is married and has three daughters. He is a member the Chicago Athletic Club, Illinois Athletic Club and Sunset Ridge.



**FRED W. AMEND**  
Fred W. Amend Co., Danville, Ill.





## Editorial

### The New Local Units

**A**NNOUNCEMENT of the plan to promote the formation of regional associations by dividing the country into six trading areas, as outlined by the N. C. A. Board of Directors following their two-day special meeting early this month, should meet with widespread approval throughout the industry. It complies with a growing feeling among the members favoring development of local associations through which problems peculiar to each territory might be solved.

The program has several points of merit, among which is a sound, constructive approach to improving competitive relationships by means of cooperative organization. The industry thus has shifted its efforts from attempting the *enforcement* of Code rules to *inviting voluntary cooperation* in pulling together for better conditions in each trading area.

A healthier spirit prevails today, in the absence of the enforcement idea which a year ago appealed to many as the only way of obtaining desirable action. This idea fortunately was abandoned with the Code.

Progress unquestionably lies ahead if the members take advantage of their new opportunity. As each area adopts methods of meeting its problems, there can be an exchange of ideas and experiences which will be profitable in other sections. Under the plan there will be at least six divisions of the industry working all at once on the accumulation of facts and development of ways and means for restoring profitable conditions.

The exchange of marketing information is a likely possibility, and eventually statistical facts can be compiled which will be of immeasurable value in stabilizing competitive relationships. In some trade areas the Commodity Group Plan probably will be adopted. If, and when this proves successful in one area others may adopt it, perhaps ultimately establishing the Commodity Group idea on a national scale.

Obviously, the building and strengthening of local associations properly coordinated will result in a strong national association, which is needed to function in services and matters of national scope and universal industry interest.

On the eve of the inauguration of a somewhat decentralized association building program, the industry

should draw, however, from the wisdom of sound organization experience. Over-emphasis upon sectionalism at the sacrifice of intersectional and national cooperation will nullify the advantages of strong local units.

### Association Values

**T**HE value of a strong trade association to the individual firm, and the attendant benefits from harmonious relationships among members, is convincingly told by Frank C. Jones, President of the National Electrical Manufacturers Association, and W. J. Donald, Managing Director of this association, in their article entitled, "Build Your Trade Association," Part II of which appears in this issue.

Because the above association is noted in this country for its excellence, and as Mr. Donald is an authority on trade associations, also being familiar with the confectionery industry, we invited Messrs. Jones and Donald to discuss the subject for the benefit of the confectionery industry in *THE MANUFACTURING CONFECTIONER*.

"The most progressive managers," declare Mr. Jones and Mr. Donald, "are those most eager to learn more—to improve methods and policies—so they may give better service, a better product, and enlarge sales.

"It is amazing, the extent to which competitors help each other in regard to management problems," declare Messrs. Jones and Donald. "There is nothing gained from wishing a competitor hard luck. Too high costs mean receiverships. Any industry containing companies in receiverships on the verge of bankruptcy is likely to be disorganized. . . . It is far better to keep companies doing business profitably."

### Candy Packaging Clinic

**A** WIDE variety of packages was submitted by confectionery manufacturers and package makers to the Second Candy Packaging Clinic held in Chicago June 21, evidencing a strong interest in this new service. The analyses of the Packaging Board in this issue may well serve as guides in the development of effective packages designed to sell.

# Planning the New PENNY ITEMS FOR FALL

★ By TALBOT CLENDENING

**D**URING recent years I have toured the entire country and contacted most of the candy plants. When visiting these manufacturers, it was my privilege in most cases to talk with the owner or manager, sales manager and production executive. In discussing their various problems, this remark was sure to be made: "We are looking for and are anxious to make something new." In many places, however, they were so intent upon finding something new, and were devoting so much time in this direction, that I could not help coming to the conclusion that they were neglecting the staple items which they already had in their lines—items that were the backbone and foundation of their business.

Most every manufacturer has one or more items in his line in which he excels, either from a quality or value standpoint, and for which he is known. Very often because of this he feels that, inasmuch as these items are selling, they require little or no attention. The reverse is usually the case. Just as sure as a manufacturer has or develops an item that goes over, many other manufacturers endeavor to devise ways and means of making the same piece better or doing a better job of merchandising it, and thereby get the business.

## ***Development Work Is Problem of Production, Sales and Cost Departments***

At this season of the year candy superintendents have the task of developing new penny items for the Fall line. This is quite a sizeable order, inasmuch as it has been going on for years, and the number of new items any man can develop is limited. The basic types of candy have not changed; being creams, marshmallows, jellies, caramels, nougats, chewing, and hard candy centers. Therefore, a superintendent, in developing something new, can only make these items up in a new shape or different combination, giving them a new finish or merchandising them differently.

In most plants, this is considered the problem of the superintendent, and left entirely up to him, but in my opinion, it should be made the combined responsibility of the production, sales, and cost departments.

In some of the larger plants, they have a special department for the development of new pieces, which is entirely separated from the production department, and therefore does not interfere with their regular output. In most cases, however, development work is gone about in a haphazard and crude manner, and because of this, few and poor results are obtained, and prove very costly.

## ***Avoid Mistake of Too Many New Items***

Putting out new items is usually carried too far and greatly overdone. By this I mean that too many new items are launched by the same manufacturer at the same time. One detracts from the other. This practice does not allow the superintendent or production man to concentrate on the proper development of any particular one of them, and the salesman, who would get a much better play introducing just one or two new pieces, is at a decided disadvantage.

Most times, when a new piece is brought out, it is necessary to order additional raw materials—new boxes, special printed wrappers and labels, which, if the item does not sell, will be found on the inventory under the heading, "Dead Stock."

It is therefore highly important that, before definitely deciding to produce a new piece, it be carefully considered from every angle and an appraisal made of its sales possibilities. I know of some manufacturers who never put out a new item before consulting about it with their more important jobbers.

## ***With Successful Pieces Step Up Efficiency Instead of Reducing Quality***

In many cases a new item is developed and put out at a small profit margin, because it looks good to the manufacturer and he thinks it will go over. It does, and he begins to get a large volume of business. As a result, the usual thought at this time is, "Are we giving them too much value?" or "Is there something wrong with our costs?" The management or cost department immediately begins to check, hoping, if they have made no errors in figuring their costs, that they can at least reduce them. Of course, this is a smart thing to do providing they do not interfere with the eating qualities or the appearance of the item. *A thorough study should be undertaken at this point and endeavors made to employ more efficient production methods, in preference to revamping the formula by substituting inferior raw materials.*

Several years ago, I produced a candy bar for one of the manufacturers which showed every sign of developing into a popular piece. Not only did it get good distribution on its initial presentation but it repeated, and in a few months the sales on it had grown to a fairly large volume. Due to the quality of this piece, the original costs showed a profit of 2 cents per box, and in time, as volume was obtained, this profit was increased to 3½ cents per box.

At this point the manufacturer came to me complaining that there was not enough profit in it, and that he would have to take steps to remedy this situation. Right off the reel, he requested the formula and began checking, remarking that in his opinion we were using too much milk, which happened to be one of the more expensive items being used. I immediately disagreed, pointing out that it was my belief that it was the eating quality of the piece that was responsible for its success. As an alternative, I suggested a few minor changes in our set-up and the method employed in the manufacture of the product, and the purchase of a few additional pieces of equipment at relatively small cost. This would have meant an additional saving of 1½ cents per box. It was discussed pro and con only between the two of us, and the Sales Department was not brought into the picture at all.

He then requested that I make a sample of the product, using 20 per cent less milk, which saved ¾ of a cent per box. This was done, and he finally decided to adopt the new formula containing the lesser amount of milk as standard, saying that he did not think the change would even be noticed. For the first few weeks after this change was made, the difference in quality, to all appearances, went unnoticed, but then the sales started to drop in alarming proportions. He changed back to the original formula, but it was too late, the damage had been done.

Before proceeding to develop a new item, I would carefully analyze those items that I had in my line, improving them wherever possible; namely, in eating quality, size, appearance, packaging and merchandising. Then, I would carefully analyze my plant, at which time it would be prudent to anticipate or decide in which departments additional volume is needed. After deciding this, I would make notes of the ideas collected of different items that would have good eating qualities and that could be economically manufactured in those particular departments. Then, by the process of elimination, I would select several of the most outstanding ones and work on them.

### ***Do Not Try to Make Items for Which You Are Not Properly Equipped***

Many times, an item that you are already making can be run into a different shape or flavored differently, or revamped along more modern lines. In this connection, however, a mistake is frequently made by trying to use some old discarded mold, instead of buying a new and more up-to-date one, the cost of which is usually comparatively small. Use original ideas, and by all means stay away from direct imitations. In other words, be an originator—not an imitator. One of the dangers of imitating is that you will invariably try to follow the ideas of someone who is better set up or equipped to make a particular item, and you will be handicapped from the start. Because some one manufacturer has had a successful run on a large jelly drop, do not decide that a jelly drop is just the piece you want to make. Most likely, the other man has given much thought and study to the manufacture of jellies and has become a specialist in the line, and you, therefore, could not begin to compete. This is my reason for advising each manufac-

turer to *analyze his own particular factory and problem, and proceed from there to develop his own items.*

A few months ago I was talking with a manufacturer about new items. He had a medium sized plant, moderately equipped, and was making a little bit of everything in the confectionery field in an effort to produce anything that the sales department thought they could sell. At the time of my visit he was complaining that he was unable to make orange slices and compete with the larger manufacturers.

Going through his plant, I discovered that he had one kettle suitable for cooking gum, one Mogul, a small hot (drying) room, and only sufficient starch boards to make an average of 8,000 to 10,000 pounds of center work on the Mogul per day. I immediately explained to this man that he was placing his head in the guillotine in trying to compete with manufacturers who specialize in making this type of candies, and told him how they were set up for making orange slices and jelly drops in volume. As a matter of fact, these specialists are producing as much as 100,000 pounds of these goods on a Mogul in 24 hours; that is, working three 8-hour shifts.

### ***Specialization Reduces Cost and Gives Competitive Advantage***

I then passed on to another part of his plant and found a combination fudge and caramel department that was equipped with several kettles suitable for cooking caramels or fudge, and a number of steel and marble slabs. He explained that he had a good demand for fudge at certain seasons of the year. As a matter of fact, the demand far exceeded his capacity for turning it out, and, of course, he had to turn this excess business down. I explained to him how he could increase his production on fudge with the same cooking equipment, by replacing these permanently placed slabs with removable wooden topped tables. These could be removed and placed in the racks after the fudge had set up enough for marking.

This change wasn't very costly and by it he was able almost to treble his production, which showed considerable saving in his production costs, and thereby allowed him to give a greater volume in a penny fudge item. As a result, he has given up his idea of trying to compete on orange slices and has become somewhat of a specialist in the making of fudge.

Another case comes to my mind of a manufacturer who wanted to get into the white marshmallow field. He only had one Mogul and one set of starch boards with which he was also making a line of creams and jellies. He was absolutely unable to condition or control his starch or starch rooms, had no clean starch in which to cast the marshmallow, and had only one marshmallow beater, but still he had hopes of being able to manufacture a suitable product and enter a highly competitive field such as this.

So therefore, when you are casting about looking for additional volume and new items to make, do *not try to make those items for which you are not properly equipped*, unless you are able and willing to make the necessary changes to do the job properly so that you will be on an even footing with competition.

*(Turn to page 57)*



HOW TO APPLY THE TECHNIQUE OF

# COST CONTROL

## In the Distribution of Confectionery

★ By S. L. KEDZIERSKI

Chief, Wholesale Trade Sec., Marketing Research and Service Div., Bureau Foreign & Domestic Commerce

Part II of Address at National Confectioners' Assn. Convention

**M**ARKETING methods, as they exist today, have developed because they furnish the most expedient and economical way of moving goods from the producer to the ultimate consumer. The weakness of the prevailing system is not limited to the method of distribution. It is usually evident in the lack of thorough knowledge of functions and cost of distribution. Better understanding of costs and of the economic factors affecting the marketing of goods is the solution to the problem of modern distribution.

The purpose of this part of my discussion is to show how the technique of cost control can be applied in the distribution of confectionery, so that you may, like many other manufacturers, apply it to your business.

### **Distribution Costs Center Around Commodities and Customers**

The variability of costs in distribution is usually centered around two basic elements; namely, commodities and customers. *The common practice of industry of determining costs of production of individual items has opened the way to the problem of marketing costs along similar lines.* Expenses of various functions of the business are divisible over products and customers, of the classes of trade, and territory, according to the factors creating the expense.

For illustration, sales promotion and canvassing the trade creates the expenses of salesmen; handling and shipping merchandise creates shipping and warehouse expense; taking and handling orders creates the expense of the order department and the like. It may be considered that each of these functions has units of production. The cost of each unit being calculated and the units individually being analyzed not only by product, but also by customers and classes of trade, so it becomes possible to allocate the expense of each function over the product and customer and class of trade which it serves.

As the cost concept of allocation is more critically considered, it is found that some functions of a business are affected mainly by customers and type of trade; whereas, other functions are the resultant of commodity characteristics. It is believed to be more

THIS SECTION of Mr. Kedzierski's very valuable discussion on Confectionery Cost Control, which is the last half of his paper presented at the N.C.A. Convention, was omitted from his oral address; hence we are pleased to publish the complete discourse.



S. L. KEDZIERSKI

sound to prorate costs to commodities on the functional basis of commodity characteristics and similarly allocate costs of customers on basis of customer behavior.

As the problem of marketing costs is approached, the executive is confronted with costs of serving different types of customers. Each type must be studied with regard to the services required. When business is done with large customers, sales more than likely will be made in large units, with deliveries usually made in quantity lots and in standard packs. Furthermore, salesmen have fewer calls to make, credit extension, and collection involve relatively small risks and other administrative costs may be nominal.

### **Cost Accounting for Distribution Expense Recommended by Industry Cost Committee**

Broadly speaking, your Cost Committee has recommended the following cost accounting procedure for confectionery distribution.

**General Administrative Expenses:** Include items such as administrative executive salaries, office salaries, supplies, telephone and telegraph, and the like.

**Indirect Selling** includes all sales department expenses, except traveling salesmen's expenses.

These items should be applied to all products regardless of customer classification, on the basis of gross dollar sales.

**Direct Selling:** This group includes all expenses identified with the type of customer served and the burden rate should be used for each customer classification, which are as follows: wholesalers, wagon job-



bers, independent retailers, and syndicate stores.

The burden rates for this group shall be on the basis of gross dollar sales. For example, Schedule J of

the Confectionery Code Authority Cost Committee Report (shown below) demonstrated the method of allocating costs to type of customers just mentioned.

#### SCHEDULE J—BUDGET OF SPECIFIC SELLING AND DISTRIBUTION EXPENSE

	Allocated to				
	Total Expenses	Whole-salers	Wagon Jobbers	Independent Retailers	Syndicate Stores
Advertising Expense (trade papers, newspapers, magazines, radio broadcasting, billboards, signs, direct mail advertising, including salaries of clerks, cost of printed matter, stationery and postage, catalogs, price lists, photos and cuts, and inserts; also novelties, display signs, window streamers, etc., packed with finished product) .....	\$ 10,000*	\$ 6,715	\$ 260	\$ 1,340	\$ 1,685
Salesmen's salaries and commissions .....	20,000†	15,000	2,000	3,000	None
Salesmen's traveling expenses .....	15,000†	12,000	None	3,000	None
Convention and sales meeting expense .....	2,000†	2,000	None	None	None
Premiums .....	1,000†	1,000	None	None	None
Financial expense (credits, collections, etc.) .....	5,000*	4,035	150	815	None
Sample expenses .....	1,500*	1,000	40	200	260
Brokerage .....	5,000†	5,000	None	None	None
	\$ 59,500	\$ 46,750	\$ 2,450	\$ 8,355	\$ 1,945
Gross sales—year 1934 .....	\$596,625	\$400,000	\$15,625	\$80,000	\$100,000
Per cent to sales .....	10%	11.69%	15.68%	10.44%	1.95%

\*Pro-rated on basis of gross dollar sales.

†Directly allocated.

**Handling and Shipping Expenses:** The expenses incidental to physical handling and shipping, such as those incurred in shipping, warehousing, outbound cartage, freight and express, and parcel post, shall be applied on a gross tonnage basis to all products pass-

ing through these departments. Where more than one customer classification is served, it will be necessary to develop a burden rate per 100 pounds of each as shown by the following Schedule K:

#### SCHEDULE K—BUDGET OF PHYSICAL DISTRIBUTION EXPENSE

	Allocated to				
	Total Expenses	Whole-salers	Wagon Jobbers	Independent Retailers	Syndicate Stores
Shipping room salaries and wages .....	\$ 1,000*	\$ 672	\$26	\$ 134	\$168
Shipping room supplies and expenses .....	500*	336	13	67	84
Outbound cartage .....	1,000*	690	None	138	172
Outbound freight and express .....	6,000*	5,000	None	1,000	F.O.B.
Parcel post paid on shipments to customers .....	1,000*	672	26	134	168
Outside warehouse expenses .....	500*	417	None	83	None
	\$10,000	\$7,787	\$65	\$1556	\$592
Pounds sold—year 1934 .....	5,956,250	4,000,000	156,250	800,000	1,000,000
Cost per pound .....		\$ .0019	\$ .0004	\$ .0019	\$ .0006

\*Pro-rated on basis of gross pounds sold.

**Sales Deduction:** This group includes expenditures and allowances which have a definite relationship to sales volume and therefore must be included in cost

in relation to selling price. The sales deductions, and how they are allocated by customers, are shown in the following schedule:

#### SCHEDULE L—BUDGET OF SALES DEDUCTIONS

	Allocated to				
	Total Expenses	Whole-salers	Wagon Jobbers	Independent Retailers	Syndicate Stores
Bad debts charged off less recoveries .....	\$ 3,000*	\$ 2,421	\$ 95	\$ 484	None
Cash discounts allowed .....	6,000*	4,030	157	806	\$ 1,007
Allowance to customers .....	600*	484	19	97	None
Loss on returned merchandise .....	1,200*	968	38	194	None
	\$ 10,800	\$ 7,903	\$ 309	\$ 1,581	\$ 1,007
Gross sales: Year 1934 .....	\$595,625	\$400,000	\$15,625	\$80,000	\$100,000
Per cent to sales .....		1.98%	1.98%	1.98%	1.00%

\*Pro-rated on basis of gross dollar sales.

In the **cost accumulation** for the confectionery industry you have the following cost elements:

Direct material .....

Direct labor .....

Factory overhead .....

Total factory cost .....

General Administrative expense .....

Indirect selling .....

Direct selling .....

Handling and shipping .....

Total manufacturing cost .....

Gross sales .....  
 Sales deductions .....  
 Net sales .....

While there may be some justification in a number of instances to depart from the procedure as I have outlined to you, in the main it is good practice to follow this method.

### Some Management Cost Problems

The distribution cost survey of representative manufacturing confectioners throughout the country, made by the Bureau of Foreign and Domestic Commerce, indicated that losses by items were occasioned by (1) multiplicity of items, (2) low gross margins, (3) small orders.

Efforts on the part of the producers to create an item which will assure greater volume with an accompanying reduction in cost, is one of the major causes of **multiplicity of items** in the confectionery industry today. A large range of items, in any business, tends to force the sales department to spread its promotional activity so thinly that there are no apparent benefits as a result. Low **gross margins** are usually the result of competitive conditions, not within the control of the seller, and are frequently caused by high production cost. See Figure 2.

### Small Orders Cause Excessive Costs

**Small orders** should be carefully watched, for unless an item can show a favorable average order size a low gross margin will invariably show a loss. Excessive costs of handling, office routine, and other distribution costs are always identified with this type of order.

Since shipping, billing, and other clerical costs have a direct relation to the number of orders filled, the small orders are largely responsible for these types of excessive costs. Associated with this type of order are unprofitable customers which, during the past several years, have caused considerable consternation to sales executives. It was found that the number of customers served show a direct relation to certain items of expense such as direct selling, the most important element of cost in distribution. Salesmen have a tendency to divide their time on a per customer basis, with a result that it costs about as much to sell a small volume customer as it does to serve a large order customer. This situation can be remedied by increasing the size of order per salesman call, and unless the customer agrees to buy in larger quantities the manufacturer may find it unprofitable to serve him.

Many manufacturers not only in the candy trade, but in other industries, labor under the impression that small orders can be filled with practically no cost, since their organization must be maintained anyway, and if the working forces were not engaged in filling the small orders, they would probably be idle. In a well organized business enterprise, the size of personnel never remains the same; it is responsive and every one knows that manufacturers in all lines of trade have reduced their staff to a minimum. Consequently, the cost of personnel invariably expands and contracts with the increase or decrease of the number of orders filled.

On staple goods, at least in the confectionery indus-

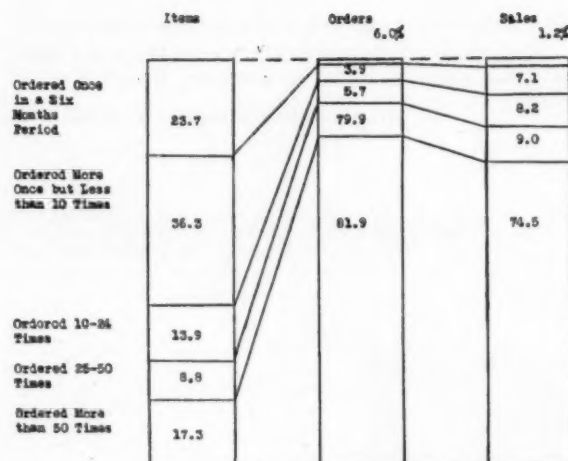


Figure 2.—FREQUENCY OF ORDER

try, and, in fact, in almost any type of trade, **gross margin** is largely determined by competition. You don't have to be an industrial engineer to know that plant efficiency may be stepped up to a point beyond which it is impossible to reduce production costs. As a result, the executive must direct his efforts towards distribution to make the item profitable. There are more or less rare cases where a manufacturer has a specialty item which will permit a higher selling price, and hence a better gross margin, and if any item of this type shows a loss, selling price should be increased whenever competitive conditions will allow.

### Salesmen Should Try to Increase Size of Order and Push Profitable Items

However, the greatest chance for profit is in increasing the average size of order and this is particularly true of products most frequently sold. Those in charge of sales and sales policies should instruct and drive home to salesmen the necessity for increasing the average order size to justify a reasonable profit. In addition to this each salesman should make an earnest attempt to sell an additional unit on these items which sell in small quantities.

Salesmen could also concentrate on those items that are known to be profitable and in order to secure this cooperation by the management it may be necessary to adjust the basis of compensation. If the salesmen are now paid the conventional commission on gross sales, and if the compensation plan is worked out, as has been done in many trades where the salesman is paid according to profit he produces, it will not only be easier, but there will be a greater incentive to push profitable items.

An important step towards greater profits is the **weeding out of deadwood in the line**. Studies of different houses have shown that a number of products had only one sale during a period of 6 months. By no stretch of the imagination could these items be considered as part of the line. If they have possibilities, they should be pushed; if not, they should be abandoned. A period of supervised effort in sales cost analysis should reveal these possibilities.

It might be a good plan to instruct salesmen to avoid mentioning the slow selling and unprofitable commodities. In the event a customer asks for the product, take the order, but place the selling effort on the items that are profitable and have possibilities for larger production.

### Change Packing and Select Customers May Remedy Small Orders

Every manufacturer has certain items in his line which sell frequently in small orders, but make up a large proportion of total sales. If the same sales volume could be obtained with, say, 75 per cent of the present number of orders, this business, now showing a loss, would be profitable. To achieve this end, it might be well to **change the method of pack**, radical as it may sound, because instances can be cited where confectionery manufacturers have converted a loss item into a profitable one by this method. It might be sound practice to establish minimum size orders on particular items, starting with a new number and gradually increasing the scope.

Small orders are invariably identified with unprofitable customers who order merchandise in very small quantities. The Bureau studies clearly reveal that upward of 50 per cent of the customers account for an insignificant volume of sales, but their selling expenses are way out of proportion to the volume served. These small volumes and unprofitable customer problems can be logically met by proper direction of sales effort and through selective selling, because there is reason to believe that customers will always cooperate for mutual gain. Selective selling will enable the manufacturer, through the reduction in selling costs to quote more attractive prices to larger volume customers than those who continue to serve small orders and unprofitable customers.

It may mean abandonment of some customers, and you are cautioned to exercise considerable judgment in making this move as it should be done only after

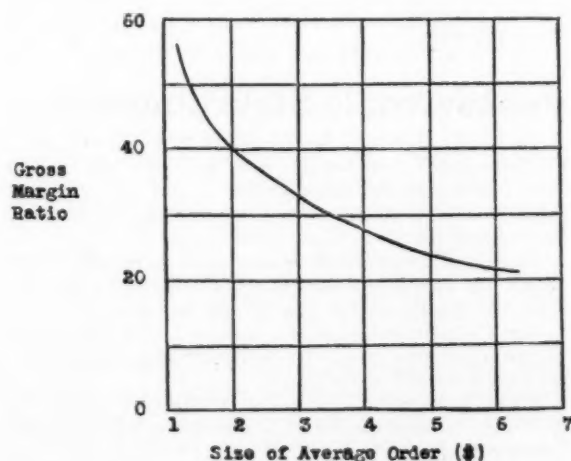


Figure 3.—THE BREAK-EVEN POINT

Showing the relationship between the Gross Margin Ratio, the Size of the Average Sale, and the Net Profit per Item.

a thorough analysis of all customers and what effect small orders have on the cost of distribution, Figure 3.

### Determination of Maximum Earning Capacity Reveals Profit Possibilities

I want to call your attention to another management cost problem so prevalent in the confectionery industry. It is the determination of maximum earning capacity of your business. A business may be earning a very small return on annual sales and thus be considered inherently a poor earner. As a matter of fact, it may have very substantial earning possibilities. Such a business is usually not being operated at its highest capacity and therefore is not using its plant to the fullest extent. The constant costs or fixed charges demand a more effective use of the plant. Plant capacity may be expressed in annual sales volume, or in physical units. Let us assume a candy business handling an annual sale of \$1,000,000, returning a net profit of \$50,000, or 5 per cent on sales. If the fixed charges are \$450,000, and the variable costs are 50 per cent of sales, or \$500,000 in this case, and plant capacity at 75 per cent, the maximum possibility of this establishment is \$1,333,000 annual sales at full capacity,

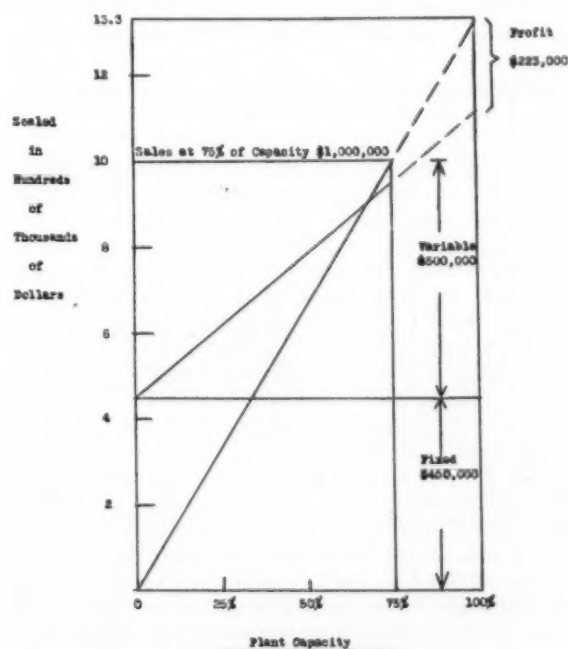


Figure 4.—ESTIMATED EARNING CAPACITY OF A BUSINESS

and the chances for profit are \$223,000, or about 16.5 per cent on sales. This is graphically shown in Figure 4.

### Determine Unit Cost at Varying Quantities—An Aid in Pricing Policy

Most confectionery manufacturers are confronted with large orders; such as quantity orders from chain syndicates, which require special treatment in estimating prices. If a plant has its costs departmentalized, the problem becomes simple. Every one knows that unit product costs vary with the rate of production.



It is determined in the following manner: Divide varying units of production in pounds into departmentalized overhead, then add your labor and material cost at varying degrees of plant capacity. This gives production costs. To obtain selling price add distribution costs of the customer in question to production costs. But do not forget your profit margin.

I believe that every business executive should determine his unit cost at varying quantities produced for every product he sells. This information will first serve as a guide in price policy. Second, the price at which new business can be taken to effect increase in production can be quickly determined. Third, the curve of unit costs greatly helps in visualizing the general effect on the profit of the business if special discounts to new customers, taking a large volume of the product, is offered. Figure 5.

### **Reduction of Selling Price Should Be Limited**

A note of caution should be sounded, however, at this point. When a concern, by efficient management, and by the use of modern methods of cost application, reduces its cost, it should not reduce its selling price by the amount of this saving. Those who have made this condition possible are entitled to at least a part of the saving. If the industry, as a whole, is to be kept in a healthy state, the efficient firm must, at least to a certain degree, consider the average concern within the industry. Unless this policy is observed, the operator lower down will be made so hungry for business that he will go out and slash prices to a point where even the efficient organization will find it difficult to make a reasonable profit. I believe this is good economics. You will readily agree with me that it is better in the long run for both society and industry to have a healthy industry operating to provide steady employment and give high quality products to the consumer than to have a group of concerns fighting to make ends meet. This method tempts the hard-headed concerns to reduce quality and exploit labor to the detriment of the entire industry.

Case after case has been found where profit on sales has been depleted through bad management of business transactions. This has been caused by an excessive giving of discounts and the failure to take advantage of available ones, or heavy borrowings because of inadequate funds for financing current operations.

An individual business must, for the most part, be in line with the cost figures developed for its industry, if that business is to be permanently successful. The strength of a company is relative, not only to itself, but to what is typical of the entire industry. You must find out whether the individual business is at least as good as the average of its competitors.

### **Cost Research Is Becoming Function of Trade Association**

The application of cost research in production and distribution is gradually become a chief function of a trade association. It is no longer a question of whether business must carry on research—it is rather a problem as to how agencies can be set up to marshal out the forces for the extension of cost knowledge and

promote the greatest application of the results obtained.

When the business man can get assistance from his association in the standardization of his accounting cost records, assisted in the installation of a good cost system in distribution; extend aid to wholesale candy houses of good business principles; aid the manufacturer in selective dealer outlets, showing their financial obligations and credit risk, rating each jobber according to some system to bring out the pertinent facts for each member, then the manufacturer will have definite factual data for sound management.

When this is done, many of the countless abuses, such as returns and allowance evils, excessive dis-

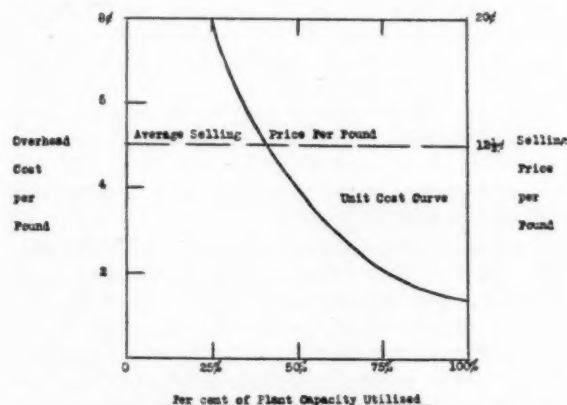


Figure 5.—UNIT OVERHEAD COST PER POUND AT VARYING RATES OF PLANT UTILIZATION

counts, price cutting—to mention a few—would be materially alleviated, thus benefiting every one in the industry.

Gentlemen, business must first have the facts; second, business must carefully plan its program; third, cooperation makes for healthier industry and ultimately a finer product for the consumer. It is the most logical and immediate method available today for putting more people to work at higher wages and further increasing consumption of raw and manufactured products.

## **Pennsylvania State Convention**

The 28th Annual Convention of the Pennsylvania Confectioners' Association was held at Galen Hall Hotel, Warnersville, June 27-29. Leo Rouf, of Keppel & Rouf, Inc., Lancaster, was elected president for the coming year.

Retiring President Ira Minter gave a resume of the N. C. A. convention and urged his audience to consider the merits of the product group plan.

The Legislative Committee reported on a bill passed by the legislature to license manufacturing confectioners and wholesale distributors.

There was much discussion on the failure of the N. C. A. to take notice of a resolution submitted on "chance packages."

The following officers were elected:

President, Leo Rouf, Keppel & Rouf, Inc., Lancaster; 1st Vice-Pres., Philip Wunderle, Smith & Peters, Philadelphia; 2nd Vice-Pres., D. L. Clark, D. L. Clark Co., Pittsburgh; 3rd Vice-Pres., E. L. Sander, York Caramel Co., York.



# PRODUCTION FORUM DISCUSSION

## Prevention of Foreign Substances From Entering Candy

Transcript of Part of Production Men's Forum at N.C.A. Convention

### DISCUSSION LEADERS



WILLIAM A. MELODY



CARL L. GRAESER

Mr. Melody, who acted as discussion leader of the Production Forum, is superintendent, E. J. Brach & Sons, Chicago. Mr. Graesser served as chairman of the Forum Committee. He is manager, P. Echert Factory, National Candy Company, Cincinnati, Ohio.

### **Mr. Melody Points to (1) Inspection of Raw Materials, (2) Supervision of Employees, (3) Detection of Metal by Mechanical Means**

**MR. MELODY:** We next take up a very important subject—that of prevention and detection of foreign substances in candy. Today, because of what we might term professional racketeers who are attempting to make claims against manufacturers for alleged foreign substances in their products, there have been many cases which have found their way to the courts against food manufacturers of all types. This is a very important subject; it means a lot to our industry.

In our own plant we break this thing up into three distinct classes: First, inspection of raw materials; second, supervision of employees; third, the detection of metal by use of mechanical means.

In inspecting raw material we often find that we have raw material coming into our place which, as in the case of peanuts, has stones, sticks, and even nails. In cocoa beans we have found foreign coins, metals of all types and descriptions. In opening up barrels of

INTRODUCING the gentlemen who participated in the accompanying discussion: William A. Melody, E. J. Brach & Sons, Chicago; G. I. Wolf, Cutler-Hammer Co.; Paul W. Koch, Paul W. Koch Co.; Carl L. Graesser, P. Echert Factory, Cincinnati, Ohio; J. J. Kooman, E. H. Edwards Co., Chicago; Claude Bunde, National Candy Co., Chicago; Mr. Langhow, The Bonita Co., Fond du Lac, Wis.; Dr. Stroud Jordan, Stroud Jordan Laboratories, New York; H. G. Ziegler, George Ziegler Co., Milwaukee, Wis.

sugar it sometimes seems quickest to the employee to take a hammer or hatchet and just knock the head in and let it go at that. He doesn't realize that the splinters of wood or nails he might have knocked loose then become mixed up in the sugar.

In cooking, kettles should be carefully guarded with screens, covered at all times.

The mechanical department should make a report on their own supervision in connection with the foreman.

Pumps should be thoroughly screened, and not only screened but after they are screened they should be cleaned, taken out, refuse dumped out, cleaned thoroughly and put back in place. In pumping gum, cream, marshmallow, certainly the depositor should be well screened.

In depositing starch, of course there are any number of methods of putting starch through reels, cleaners. After long use under intense heat, nails are bound to shake loose. They just come out and no way has been found to keep them in as far as we know.

As to the men who are chocolate manufacturers, they know that if any kind of metal gets into the grinders, crackers, and fanners, it certainly causes lots of trouble and costs plenty of money. Paddles breaking loose, agitators shaking loose, nuts and bolts coming out will happen, and efforts should not only be made to prevent these occurrences but every possible means should be used to detect and keep these things out of the finished product.

It is common practice these days to have magnetic coils for detection. These coils are placed over enrober belts, and even if there is a piece of metal buried in

the center of a piece of candy, the coil will pick it up. We must constantly and vigilantly pursue every known method that we can find out, or that research will tell us, to constantly detect this foreign substance.

There are various methods of cleaning peanuts. I believe there is a gentleman here who could give us a lot of information on it if he only would. They are cleaned by air, some are cleaned over screens, some by shakers, and most all should have some type of magnetic power to pick up the metal.

We have here a gentleman by the name of Mr. G. I. Wolf who is with the Cutler-Hammer Company, who might give us some idea of the type of mechanics that we could use in our plants.

#### **Metal Detection by Magnetic Coils: (1) Suspended Over Belts, (2) Magnetized Pulleys**

**MR. WOLF:** You all recall from your youth the small horse shoe magnet with a little bar, and as you would push that horse shoe towards the little bar how the bar would jump and be retained by the magnet.

That same principle can be used in removing magnetic material from candy—steel and iron and material of that type. Only, instead of having a permanent magnet, there are coils which perform the function of providing a constant magnetic field that lifts this material from the belt.

This of course requires that direct current be available but that is no longer a particular problem, due to the different types of rectifying means; such as motor generator sets, tube rectifiers, etc.

These magnetic units are available in two types—one where a magnet is suspended over a belt. The material passes under it, and the magnet can be made of sufficient strength to have a magnetic penetration so that any magnetic material passing under it will be pulled up and attach itself to this magnet. At periodic intervals the magnet can be swung aside, the debris passed aside and dropped away from the candy.

The other method is on a belt conveyor system to provide a head pulley which is magnetized. As the material passes over the belt, possibly on to another belt or on to another carrying unit, the candy and material that is not magnetic passes on but the pulley, being magnetized, holds the magnetic particles around the pulley and, as it gets to the bottom and the belt passes away from the pulley, the material drops down into a box.

Both types of equipment are available, and as Mr. Melody has said, they are using the magnetic coils suspended over the belts to draw the magnetic material up to them.

#### **Detection of Metal Particles Embedded in Candy**

**MR. MELODY:** We have another gentleman who has had a varied experience in the detection of metal. I believe he has brought with him a small model that he might show us. Mr. Koch of the Koch Co.

**MR. KOCH:** The general function of what we call our Fallmor detecting equipment was originally entirely different from that of searching candy. The fundamental purpose was that of detecting magnetic ferrous metals in motion. It was originally conceived as a gun detector and is now being successfully used in that field.

Then came the use of it for picking up moving automobiles so as to automatically light a billboard or flood-light a building.

When we were busy with these other applications we didn't realize just what was going on in the food products business until after we had exhibited our equipment at various places. Then candy manufacturers and other food products manufacturers came to us, and we found that there is much more going on than we had ever realized.

We found that manufacturers were complaining not only of cases where claims were filed against them that were just, where metal had actually gotten into the candy and caused damage to the teeth or gums, but we found this racketeering angle that Mr. Melody mentioned.

One manufacturer told us that they unearthed a ring in New Orleans, then another one sprang up in New York, and that has become quite wide-spread. Well, a plant having equipment for searching the candy would find it comparatively easy, at least much easier than at present, to go into court with a portable outfit and demonstrate to the court that the plant was equipped with a means whereby magnetic metal such as steel or iron pieces that would injure the gums or teeth could easily be found, and that it would be absolutely impossible for the finished product to pass the equipment in the plant.

This equipment is not competitive to the magnetic coils and magnetized pulleys, as Mr. Wolf described. They search largely for loose materials, whereas our search is for very minute particles after they are actually embedded in the candy.

We can take a caramel and if there is a sliver of steel in the middle of it, our detector would give both an audible and a visible signal showing there was a piece of metal in that candy.

We also found out from manufacturers that there was sabotage in some plants and there was more of it than we realized.

So with that in mind, we have gone ahead rather intensively to try to develop equipment that would meet the needs of your particular field and that of the food products field in general.

It is a case of each and every plant having problems of its own. We have to make a survey of your plant or at least have a knowledge of the machinery that you use in order to tell you what we can or cannot do.

A certain chocolate manufacturer sent us chocolates with samples of the little specimens of steel concealed on the inside of the box in a piece of candy. We couldn't find them. We believed they could be found, but the cost of the equipment would be excessive; it would not be commercially possible.

But a belt could be inserted into another conveyor belt system, or some other means where the piece of candy could be brought in close proximity to our search coils, and we could then detect the small piece of steel in the caramel or chocolate.

That is the status of our equipment at present.

We have a little demonstrator machine here that will just sort of visualize this for you.

A demonstration of the equipment is given...

**MR. GRAESER:** Before we leave the subject, Mr. Melody, there is one thing that may be so obvious that it hasn't been touched upon. You mentioned it. It deals with non-mechanical devices which may not be practical for installation in the majority of plants right now, but it is one of the things that we all can give very careful consideration and one which I believe is not given sufficient attention.

That is inspection of the help prior to going to work. If I am informed correctly, I believe you will not permit open pins or cheap jewelry or wrist watches worn by girls—such little things which cause trouble.

Do you want to enlarge on that, Mr. Melody?

**Inspection of Employees Discussed;  
Means of Detecting Glass Wanted**

**MR. MELODY:** Of course the one important item that we haven't touched on yet in this detection of foreign substances is the one of glass. We can't get much help, it seems, on this one particular phase and probably the most dangerous and deadly one.

It is true, as Mr. Graeser said, that not only in our plant but several other plants, the help must stand inspection before they go to work if they are working in any place where they might come in contact with candy or finished goods. They are not allowed to have any pins of any description; no buttons, no class pins, no rings—diamond or otherwise—and they cannot wear wrist watches. They may insist that they have unbreakable glass crystals, but that makes no difference. That is a set rule.

Certainly some of the men here in this audience must have had some experience further than most of us on detection of glass. I am wondering if Mr. Kulman, Superintendent of E. M. Edwards Co. is here. I wonder if he can give us some pointers on prevention of glass in candy.

**MR. KOOLMAN:** One danger in a candy factory is the electric light bulb above the candy tables. Today of course the electric light bulb doesn't shatter and fly all over, as it used to in the old days, but I think it is one thing that we should guard against carefully.

**MR. MELODY:** May I ask you a question, Mr. Kulman? Do you take any precautions toward guarding your electric light bulbs in any way?

**MR. KOOLMAN:** Yes, we put guards on them.

**MR. MELODY:** Just ordinary guards?

**MR. KOOLMAN:** Just ordinary guards. That is the only thing I know of.

**MR. MELODY:** Does anybody have a better guard than just the ordinary spring type guard?

**MR. CLAUDE BUNDE:** There is a glass guard which is similar to a fruit jar which goes over the electric light bulb. We use such guards in starch rooms to keep out the moisture and dust. They can also be used for guarding over enrobers and moving belts.

**MR. GRAESER:** Is that made of safety glass?

**MR. BUNDE:** It is not a safety glass, but it is a strong glass.

**MR. MELODY:** Who has had some experience with shatter-proof glass?

**MR. LANGHOW:** We have a vacuum tube in our starch rooms which has proven very successful.

**MR. MELODY:** Are there any other suggestions or questions that we might get from our audience?

**DR. STROUD JORDAN:** Mr. Melody, I would like to ask what precautions are taken to know the type of metal you are using in your machinery, and in your containers, to keep out metal that you cannot detect—it is so fine that it goes on into the candy. It is causing much trouble today and raising so much racket outside. I refer to such metals as lead, a few of the coppers, and a few of the other heavy metals.

Is there any inspection made by the manufacturers to determine actually what their equipment is composed of in the way of metal?

**Prevention of Traces of Heavy Metals  
Emphasized by Government Inspection**

**MR. MELODY:** Dr. Jordan, you speak of leads. We have the introduction of lead into candy in our plant in only one place and that is the foil that covers the coconut. That coconut is very carefully inspected and one man opens coconut only, with a nail puller, removing all splinters and then carefully removing the lead foil.

As far as I know, there isn't any way of detecting lead or lead foil or metal of that type.

**DR. JORDAN:** One reason I asked the question was because there must be quite a bit of solder used in plants at one point or another. It shouldn't be but there must be some joints that are soldered. Solder is half tin and half lead. There must be some babbitt packing, there must be some other metals.

The superintendents of agriculture are beginning to go crazy now on the presence of lead, and if they are coming for plant inspection, the first thing they are going to do is to look for soldered joints. They are going to look for lead pipes, for some of the metal packing such as babbitt, because the continual wear against that will throw a minutely small amount of metal into a product and two parts per million is the top limit on lead.

There are a number of organizations that today are trying to tear down good will and acceptance of candy, claiming that some of them have excessive lead.

I only ask that question so that each of you could go back and look over your equipment and try to eliminate as much as possible all presence of solder or contact of solder or things of that sort with food, particularly with those which are acid in character.

**MR. MELODY:** Can anyone add more to that? Is there any other question, or is anyone here with experience from which we may learn something?

**MR. H. G. ZIEGLER:** Some of the cocoa bean bags have a lead seal on them. That lead seal should be removed from the bag before you let it go through the cleaner, because in some instances this little metal seal has gone through the cleaner and gotten into the cocoa beans.

I understand from the Government inspector that one of these little seals will contaminate three thousand pounds of cocoa bean liquor. In our plant every bag is inspected and that little lead seal is removed. This inspector was at our plant within the past three months and he called our attention to it.

**MR. MELODY:** Is two parts in a million poisonous?

(Turn to page 55)



## ANALYSIS BY CAUSE OF 1000 ACCIDENTS IN CANDY MANUFACTURING INDUSTRIES

Prepared by Safety Engineering Department  
LUMBERMENS MUTUAL CASUALTY COMPANY

# THE HOW and WHY of A THOUSAND Accidents in Candy Factories

★ By JOSEPH E. MAGNUS

Resident Secretary  
Lumbermens Mutual Casualty Co., Chicago

Address at Production Mens' Forum, N.C.A. Convention

**Y**ESTERDAYS luxuries are today's necessities. The National Confectioners' Association has done a splendid job in making the nation conscious of the nutritive value of candy. You are to be particularly congratulated on the high standards of quality you have developed and maintained. The rigorous medical examination that many candy manufacturers require new employees to pass is a sanitary measure that should be highly commended. It will also have a favorable effect in relation to accidental injuries.

Accidents anywhere, any time are always luxuries. An accident will always be a luxury and an expensive one.

This expense rests not alone upon the industry which must bear a part of the cost, or upon the individual and his family who suffers the injury, but is a burden upon our entire economic structure.

It is my conviction that as the multiplied costs of accidents become more generally realized, there will be a more continued and a more earnest search for ways in which they can be eliminated. These costs are not remote. Their control and reduction is in part your problem. The attitude and activity of your indi-

vidual company directly affects the cost of your insurance and the uninsured losses you suffer.

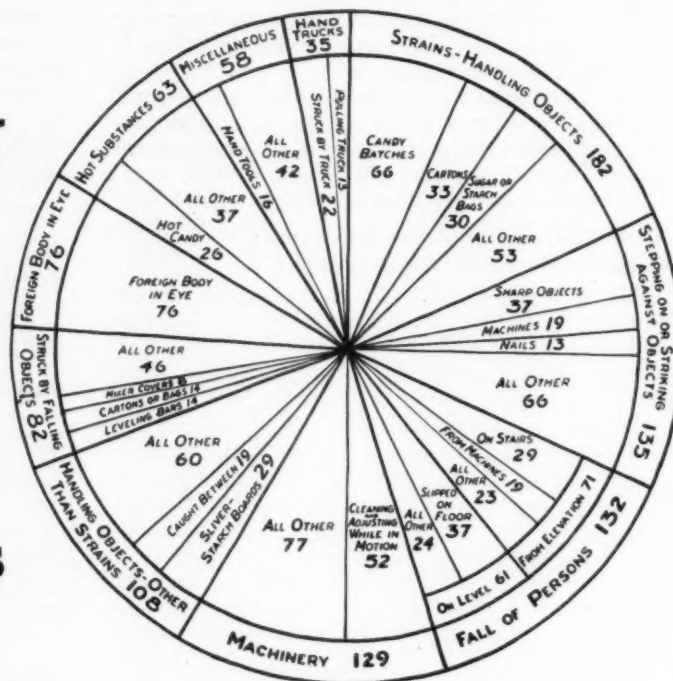
I regret to say that it was not at all difficult to collect a total of 1,000 accidents from among the candy manufacturing policy holders of the Lumbermens Mutual Casualty Company, alone.

Although there are only a few fatalities, and these fatalities occurred among the salesmen who are exposed to the automobile hazard, there were far too many cases where employees lost parts of their bodies and suffered serious disability.

We can apply the principle of analysis to accidents in the candy business and determine how and where these accidents happened and get some definite suggestions as to how they can be prevented.

In our analysis of 1,000 accidents reported by candy manufacturers, all accidents have been classified according to cause into ten headings as follows:

1. Strains from handling objects.
2. Stepping on or striking against objects.
3. Falls of persons.
4. Machinery.
5. Handling objects other than strains.
6. Struck by falling objects.
7. Foreign body in eye.
8. Hot substances.
9. Hand trucks.
10. Miscellaneous.





### ***Strains from Handling Objects***

Strains from handling objects heads the list, with 182 cases reported. As we study in detail the reports on individuals who were injured while lifting or handling heavy objects we find that there were five definite things which contributed to the undesirable results:

(1) When a worker is lifting or carrying something, his muscles are tense and his hands are not free to assist him and the entire body is not flexible so as to adjust properly and quickly to insecure footing caused by uneven or wet or slippery floors. An effort to maintain a balance under this condition puts undue stress upon the muscular structure, causing severe strain which is painful and difficult to heal and deprives you of the employee's services and adds to your Workmen's Compensation cost.

(2) If the employee does not have room to lift properly, if his muscles are cramped when they are brought under strain, injuries are likely to result.

(3) The third cause is sometimes the result of the failure of the management to provide adequate trucking facilities. Employees must be encouraged to use this equipment when made available by the management.

(4) As important as properly designed equipment is the proper selection of employees for the tasks they must perform. If we attempt to put too much load on a machine, we know immediately that expense is bound to result. Unfortunately, men will try to do more than they should. They will strain to carry the extra load. Under these strains and stresses injuries occur because the worker is not adequate to the job he has to do. There must be a relation between the weight and physical development of the worker and the loads he has to carry.

(5) The final cause of back strain injuries is the failure of the worker properly to judge the amount of effort that must be put forth to raise a particular object. These overlifting strains occur unexpectedly but they can be reduced if we make it a regular practice to properly instruct employees who are required to do lifting work.

The secondary subdivision on the chart relates these strains to the objects handled. You can visualize the problem of moving and lifting candy batches and cartons and sugar or starch bags.

### ***Stepping On or Against Objects***

A total of 135 employees were injured when they either stepped on or bumped against some object. In 35 cases sharp objects were involved, and you can appreciate that even a slight collision with something sharp is likely to lead to a serious injury. In most cases the sharp points or edges could have been removed, and so a large portion of the collisions would not have resulted in dangerous breaks of the skin and a consequent loss of time.

Proper space about machines, the strict following of good housekeeping rules, and the removal of protruding nails from barrels and other containers would have prevented many of the injuries arising from these sources.

### ***Fall of Persons***

No matter how attractive one may make his plant, the tendency of employees to rush out when the whistle blows does not seem to be reduced. Twenty-nine out of the 132 who were injured by falling suffered their injuries as the result of undue haste in getting out at quitting time. Contributing conditions were defective stair treads and lack of handrails.

Wet and slippery floors were the cause of most of the trouble on level surfaces.

Although accidents from elevations are not as frequent as many other types, they produce some of the most serious injuries. Defective ladders or the use of stacks or machines in place of ladders, explains why many of these accidents happened.

### ***Accidents from Machinery; Improper Use***

We are not surprised to find that 129 employees were caught and injured in the moving parts of machines. Machinery has become so much a part of our daily life that we have a tendency to ignore its destructive power. In most cases, however, the blame rests not upon the machine or the lack of safety devices but is due to the failure of the employee to use the instrument properly, as evidenced by the fact that the majority of amputated fingers in the industry were lost because the employee failed to shut down his machine before attempting to clean or make necessary adjustments.

### ***Injuries Other Than Strains From Handling Objects***

The section, "Handling Objects—Other Than Strains," indicates the importance of guarding against slivers and seeing that they are properly and promptly removed. You will notice that the largest number of causes, that can be definitely identified in this section relate to slivers from boards.

### ***Struck by Falling Objects***

In many candy making plants the accidents which occur under "falling objects" and "handling objects" have resulted in so many serious foot injuries that safety toed shoes have been recommended to the employees.

Eighty-two employees were injured when struck by falling objects, 8 were hit by mixer covers, 16 were struck by bags and 14 by leveling bars.

### ***Hot Substances***

It is only lately that we have begun to realize the seriousness of burns. Burns that cover large areas bring great danger of infection and, while the skin has a high recuperative power, a large burn takes a long time to properly heal. These facts make the 63 injuries from hot substances particularly significant. You will notice that 26 of these were due to hot candy, a problem of special significance to your industry.

### ***Injuries from Hand Trucks***

As so frequently happens, a device which is recommended to make one operation safer is in itself a source of accident danger. I refer to the provision of proper hand trucks and keeping them accessible to use in the moving of heavy objects. Care must be exercised to see that these trucks are not of themselves a source of injury. As a matter of fact, we find that 35 injuries

were due to hand trucks; the largest number, 22, resulted when the employees were struck by the moving trucks. Clear, well lighted aisles and a strict regulation of the speed and operation of trucks should aid materially in reducing injuries from this source.

From the major causes that I have discussed, and a complete examination of the chart, you may get the impression that all the trouble is in the production department. Our departmental study reveals that the maintenance, shipping and receiving employees and salesmen were responsible for 28% of all accidents. The fatalities were suffered by salesmen involved in automobile collisions. The automobile is used so largely in covering territory today, that accidents from this source must be given careful attention.

Through this chart we have, as it were, obtained a bird's-eye view of a section of the candy industry, and the broad features of the problem of accident reduction have been mapped out. A little closer view will serve to emphasize the points that have been made and discover new interests.

With this in mind I will give you briefly the main facts of several actual cases that relate to these various classifications.

#### **Case Studies Reveal Method of Accident Prevention**

Under the heading, Strains, you will recall that 30 were due to the lifting of sugar or starch bags.

An employee was helping to lift a kettle of sugar weighing about 125 lbs. to a table. It was his duty to do this about thirty times a day. He complained of pain and it was discovered that he had a ruptured hernia. Subsequent investigation developed the fact that he had been operated on for hernia six months previously and had reported back to work with a doctor's certificate. This accident would seem to indicate a lack of co-ordination between the Medical Department and the foreman. If the foreman knew of this condition he gave no proper consideration to the man's weakness when assigning him to one of the heaviest jobs in the plant. This again emphasizes the fact I made as to the proper assignment of employees to jobs.

I mentioned when discussing the number of truck accidents that trucks should not be allowed to remain in the aisles, particularly where the aisle is not properly lighted. An employee was walking through a dark passageway and stumbled over a flat truck. As a result, he suffered abrasion of the leg and was laid up for 12 days.

Another employee was assigned to the job of cleaning a steam pipe. Instead of getting a substantial ladder he rolled a handy barrel into position and in reaching for the pipe, fell off and injured his hip and shoulder. The result was 21 days of disability. It is entirely possible that he had used the same means of reaching the pipe before and so the accident indicates not only his own carelessness but the carelessness on the part of the foreman who did not caution him as to this practice.

I do not mean to imply that the blame is entirely upon the foreman in every case or upon the management. Sometimes employees go directly against instructions. For instance, one employee had been repeatedly told to shut off the machinery before attempt-

ing to clean the starch away from under the end of the chain conveyor. One day when he was doing this without shutting off the machinery, he caught his finger between the socket and the chain and a partial amputation of the finger resulted. Even though this danger point was well isolated, the management decided to place a sheet metal barrier under the conveyor and not to rely upon the usual type of foreign labor to carry out instructions. This case also serves to emphasize the importance of guarding even remote hazards if there is the slightest temptation for an employee to reach in and clear away accumulation of stock without shutting off the machine.

Another case emphasizes the necessity for alertness on the part of the foreman and the using of proper methods of cleaning equipment. This employee was cleaning a moving belt with a stick. The belt caught his thumb and a permanent injury to the thumb resulted. It was usual for him to clean the belt in this way and the fact was known to the foreman who even approved of the employees climbing up on a barrel to reach the belt. The foreman excused his approval of this practice by saying that the feeding of stock to the roaster could not be delayed because of possible spoiling. The loss involved in this one accident quickly convinced the foreman that a little delay would be better economy. The correction of improper operation of the belt is now the responsibility of the maintenance department where this responsibility really belongs and time is permitted so that power is shut off while adjustments are made.

Many times as claims are read, we are struck with wonder that the accident did not occur long before. One case that was reviewed incident to the compilation of our chart, will illustrate this point. It was the duty of an employee to fill vats. In order to reach the vat it was necessary for him to put his right foot on the roller of the conveyor. One day his foot slipped, became entangled between the roller and the chain and a severe contusion of the foot resulted. Obviously, the employee should not have been permitted to stand on the conveyor. An investigation revealed that it was feasible to provide ready access to the vats and also to cover the sockets of the conveyor as an extra precaution.

#### **Accidents Do Not "Just Happen"**

Perhaps what I might call the "flavor" running through these various citations of cases, is a conviction that after all these really should not be called accidents because they do not just happen. *There is a definite assignable cause for most of them.* This is particularly significant because these cases have been selected at random and have not been picked out to prove any particular point. Perhaps as I have been outlining them you have been thinking of conditions in your own plant and experiences that you have had. You know how important it is for the paddle in a mixer to be in correct alignment. An employee was cooking nut goodies and started up the mixer, and the mixer became caught inside of the kettle which caused the candy to splash out on him and resulted in serious disfigurement of his face. Although it was known that the paddle

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# General Counsel and Trade Mark Service of N. C. A.

★ By WALTER C. HUGHES

Trade Mark and Members' Counsel

Annual Report, National Confectioners' Association Convention

**M**Y work as General Counsel and Trade Mark Counsel during the past fiscal year has been considerably larger in volume than the previous two years. This is undoubtedly due to the fact that the number of members who appreciate the money saving opportunities afforded by this service is constantly increasing.

Whenever a member requests information pertaining to matters of direct relation to his business, the information which he receives has real money value to him and on any one inquiry might be worth many times the amount of his annual dues. The great problem is to develop this attitude amongst the entire membership and to bring them all to a realization of the opportunity which is given them of using this service freely and fully and obtaining direct and actual pecuniary benefit from their memberships.

The requests for information have covered a somewhat wider range than previous years, due to certain conditions with which you are familiar. Roughly classified they included:

1. Trade Mark information, opinions and controversies.
2. Information and opinions on Federal and State Laws, including Food and Tax Laws.
3. Products Liability Cases.
4. Federal Trade Commission Complaints.
5. Legal questions of general interest to all the members.
6. Personal and sundry legal services to individual members.

In response to these requests I gave the members carefully prepared information and opinions on trade-mark inquiries totaling 2,046; tax matters totaling 20; general legal information of a personal character pertaining to the members' business affairs totaling 643; and products liability, approximately 100.

## **Trade-Mark Service**

Generally speaking, the members are not registering their trade-marks and apparently are content to rely on their common law rights, as is evidenced by the fact that during the past twelve months I have filed only 26 registration applications, 23 renewals, and 13 copy-rights.

This may be due largely to business conditions, but is nevertheless rather a risky procedure. If a trade-mark is worth anything, it is worth registering; the expense is small compared with the benefit.

Obviously the income from this source does not amount to a great deal.

## **Trade-Mark Bulletins**

The Trade-Mark Bulletins, containing information relative to applications filed in the United States Patent Office for the registration of candy and other food trade-marks and names which members contemplate using as candy trade-marks, are mailed bi-weekly to the members. Approximately 700 copies of each issue are mailed.

The pecuniary value of this service is well recognized by the majority of the members as is evidenced by the extent to which it is used. This service I maintain at my own expense. It averages over \$50.00 per month.

## **Trade-Mark Disputes**

One of the most valuable features of the Trade-Mark Service is the amicable settlement of trade-mark disputes.

A large number of trade-mark disputes have been satisfactorily adjusted, resulting in a saving of several thousand dollars to the parties thereto by the avoidance of expensive legal procedure.

Often a manufacturer finds that his trade-mark rights have not been sufficiently safeguarded and in the event of an attempted infringement by some other manufacturer that he has no legal remedy. It is always advisable, in every case where a name is adopted which may ultimately become a valuable trade-mark, to carefully prepare and preserve all important records relative to the adoption of the name, the labels, wrappers, cartons, etc., used in connection therewith and to take quick action against any attempt of another manufacturer to infringe his rights by the use of the same or a confusingly similar trade-mark.

## **Federal and State Food Laws**

Numerous requests have been received for advice on Federal and State Food Laws and Regulations. Very little real trouble has developed in that connection.

The new Food and Drug Act now pending in Congress will require careful study and analysis as finally enacted, in order to determine just to what extent it affects the candy industry.

## **Products Liability Claims**

I have investigated over 100 products liability claims. All except six were satisfactorily adjusted. Of the six now pending, two are in court, suit will probably be started on another, and three are hanging fire on compromise settlements. One of these involves a large

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# N. C. A. Board Adopts Brock Plan To Form Local Associations In Six Trade Areas

REORGANIZED PROGRAM TO PROMOTE SIMPLIFIED  
COST STUDIES . . . L. J. RUBEL, N. C. A. TREASURER

Special Meeting of Board in Chicago, July 1-2, Plans for Action

**P**LANS for greatly expanded association activities through the organization of the industry into six trading area groups, were mapped out by the newly elected Board of Directors of the National Confectioners' Association at a special meeting held July 1 and 2 at the Palmer House in Chicago, as a part of its program for the ensuing year, to build a stronger national association and improve industry conditions. The Board adopted in general substance the "Brock Plan," proposed by President Brock, which provides for dividing the country into the following areas: Northeastern, Southeastern, Central West, Midwest, Southwest, and West Coast. It is planned to develop strong local units to enhance the efforts of the N. C. A. to bring the industry out of the red.

Addressing his Board relative to planning a program, President Brock said, "Devising a constructive program necessitates proceeding with deliberation. That means we must move slowly. We cannot expect to cure all the abuses in the industry overnight. To the contrary, the process is going to take considerable of your time and endless patience."

It was agreed to make a thorough study of a Commodity Group Breakdown plan before taking any steps in this direction. A committee was appointed for that purpose, with instructions to report to the Executive Committee.

## **J. L. Rubel Elected N.C.A. Treasurer**

J. L. Rubel, of the Veribrite Factory, National Candy Co., Chicago, was elected Treasurer of the Association during the two-day session. This is a departure from the procedure of several years standing of combining the offices of Secretary and Treasurer. Appointment of the Secretary was delayed for later decision.

The Board also completed formation of the new administrative body by electing an Executive Committee of five members from within its group, as set forth in the revised By-Laws adopted at the recent convention. George T. Peckham, W. W. Reid, Jr., Ira Minter, Frank Kobak, and W. C. Dickmeyer, together with the four officers of the N. C. A. make up the Executive Committee to act for the Board during the times the Board is not in session.



J. L. RUBEL  
Treasurer-Elect, N. C. A.  
National Candy Co., Chicago, Ill.

## **Local Tie-Up with National Association**

In announcing the plan of the Board that local associations be formed in each trading area, the National association recommends that these groups designate regular monthly meeting dates. It is desired that the N. C. A. be advised of the dates and places of the various meetings, thus enabling members from other sections to attend as visitors. The N. C. A. hopes to have an officer or director attend the local meetings, with the purpose of leading toward greater cooperation within the industry.

The alignment of the Trading Areas by states are as follows:

North Eastern Trading Area—Maine, New Hampshire, Vermont, New York, Massachusetts, Connecticut, Rhode Island, New Jersey, Pennsylvania, Maryland and District of Columbia.

Southern and Gulf Trading Area—Kentucky, Virginia, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi and Florida.

Central West Trading Area—Michigan, Wisconsin, Illinois, Indiana and Ohio.

Mid West Trading Area—North Dakota, Montana, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Kansas and Wyoming.

South West Trading Area—Colorado, New Mexico, Texas, Oklahoma, Arkansas and Louisiana.

West Coast and Mountain Trading Area—Arizona, Utah, Idaho, Nevada, Washington, Oregon and California.

## **N.C.A. to Promote Simplified Cost Studies**

In line with endeavoring to improve conditions, it was agreed that the Association will handle simplified Cost Studies. The Cost Studies will provide manufacturers with a yard-stick for determining costs and enable them to accurately base selling prices on costs and do away with the practice of selling below cost.

George T. Peckham presented for the Board's consideration, his suggestions for an uncomplicated cost



system. He was subsequently named Chairman of a Committee consisting of W. C. Dickmeyer and Frank Kobak, to work out the details of the Cost plan to be submitted at an early date to the industry.

A motion was passed that the N. C. A. establish a clearing house for the purpose of moving surplus raw materials with which members may be overstocked. The N. C. A. will disperse this information in Bulletins.

The Board was pleased to note that the Association had received a report of only three minor violations of wages and hours in the candy industry. The Board of Directors, however, went on record with the assertion that the Association will take recognition of any candy manufacturers who deviate from the spirit of the Resolution passed at the Convention, which called for adherence to the wage and hours provisions of the Code and the prohibition of child labor.

Another decision given particular stress by the Board was that the Association continue its efforts to step up the sales of candy, and it approved of increasing candy publicity.

#### **Committees Named**

V. L. Price was named chairman of the By-Laws Committee, which was appointed in accordance with a resolution passed at the convention to modernize the by-laws and report to the Board within 90 days. The chairman is to select his own committee members. After the by-laws are revised they will be published, together with a complete membership list.

H. R. Chapman will act as chairman of the Inter-trade Relations Committee.

J. L. Rubel was named chairman of the Finance Committee. Others committees are mentioned above.

The members of the N.C.A. Board of Directors present at the July 1 and 2 meeting in Chicago were: W. E. Brock, Brock Candy Co., Chattanooga, Tenn.; H. R. Chapman, New England Confectionery Co., Cambridge,



**GEORGE T. PECKHAM**

Member of N.C.A. Board of Directors, and appointed chairman of the Association Cost Committee, which will sponsor cost studies as a part of the Association program during the ensuing year.

Mass.; C. H. Woodward, John G. Woodward & Co., Council Bluffs, Iowa; J. L. Rubel, National Candy Co., Chicago; W. H. P. Anderson, Paris Candy Co., Paris, Texas; C. C. Chase, Chase Candy Co., St. Joseph, Mo.; W. C. Dickmeyer, Wayne Candies, Inc., Ft. Wayne, Ind.; H. B. Fisher, Durand Co., Cambridge, Mass.; Frank Kobak, The Metro Chocolate Co., Inc., Brooklyn, N. Y.; Bob McCormack, Bobs Candy & Pecan Co., Albany, Ga.; Ira Minter, Minter Bros., Philadelphia, Pa.; Geo. T. Peckham, National Candy Co., St. Louis, Mo.; W. W. Reid, Jr., Charms Co., Newark, N. J.

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## **Code Authority Announces Plan for Liquidating Funds**

**A**T THE final meeting of the Code Authority, held in Chicago, on June 3, called for the purpose of closing its affairs, it was voted that the following letter be forwarded by registered mail on or about June 16 to all members of the industry who have contributed to the support of the Code. The MANUFACTURING CONFECTIONER has also been requested to publish the statement:

"The Code Authority for the Candy Manufacturing Industry has on hand, in trust, for members of the industry who subscribed to Code assessments, a sum of money as yet undetermined, which it expects to liquidate in what it considers a fair and equitable manner to wit,

"The said Code Authority will first pay all known existing obligations created prior to the Supreme Court decision of May 27th and the necessary expenses of closing its affairs (and for the final distribution of the trust fund).

"It will then hold the balance of the fund intact for a period of ninety (90) days from date, during which time it will receive and pass upon any claims at present unknown to the Code Authority, but which may constitute just charges against this trust fund.

"At the expiration of the ninety-day period any sum remaining in the trust fund will be returned to the subscribers thereto pro-rata and in a reverse manner from which it was collected.

"By this it is meant that those subscribing to the fourth quarter Code Authority assessment will be reimbursed in full or to the extent allowed by the fund, and that any remaining amount will be in turn prorated among the subscribers to the third quarter assessment. It is not expected that the moneys available will be sufficient to allow for the return of any moneys to the subscribers to the first two Code assessments, all of which was spent several months ago. This procedure is subject to any ruling to the contrary issued by the NRA or some other government agency prior to that date."

The Treasurer was instructed by the Code Authority to take charge of all the financial records of the Code Authority and to deposit same in a safety-deposit vault of the National Baltimore Trust Co. of Baltimore, Maryland, after the final audit has been completed, and subsequently to be placed with the other records of the Code Authority to be retained for a period of one year.

# BUILD YOUR TRADE ASSOCIATION

## A Timely Discussion of Fundamentals

★ By FRANK C. JONES and W. J. DONALD

Mr. Jones is President, The Okonite Company, and President, National Electrical Manufacturers Association. Mr. Donald is Managing Director of this Association and Author of "Trade Associations," on which he is an authority. He also knows the Candy Industry's problems.

Special to The MANUFACTURING CONFECTIONER

### PART II

(Continued from May Issue)

**I**N the first part of this discussion we pointed out that a first principle has been to improve and intensify policies and existing activities before adding new activities. Not a single one of our own association's previous activities has been abandoned during the depression. Indeed, none of them have been contracted.

#### **Some Association Activities Worthy of Study by Candy Industry**

For instance, the *Uniform Accounting and Costing* activities have actually received some stimulus from the industry's Code of Fair Competition, there being an unusual amount of discussion of costs and cost accounting. There are also definite signs of the great need for better accounting in the industry and greater consideration of the proper relation of cost to price.

The amount of *statistical work* which we have done increased not only by reason of the Code of Fair Competition but also by reason of the advantages of the Code, which permitted, when desired, the Code Authority to require the filing of statistics from all members of a *product group* in the industry in order to carry out the purposes of the National Industrial Recovery Act. The number of organized sections and groups which collect statistics has doubled in the last two years and the kind and quality of this statistical work has advanced substantially. Only some six or seven sections or groups used the mandatory powers of the Code Authority but where these powers were used the results were excellent and results were achieved that would otherwise have been unattainable and statistical data is still being collected by some sections that might otherwise have been abandoned.

The *Engineering Standards work* which dates back for nearly twenty-five years has increased enough to require additional staff, many of the newly reor-



FRANK C. JONES  
President, National Electrical Manufacturers Assn.

ganized sections of our association having become interested in this work, previously not undertaken by them. The next two or three years will see an even greater expansion of such Engineering Standards work, partly because open price filing cannot possibly be fully valuable without precise definition of products, there being no such thing as a price without a corresponding product of certain definition and/or known specifications. In an industry such as the Electrical Manufacturing Industry many of the products are sold to other industries. There cannot, therefore, be fair competition either for the manufacturer or a fair deal to the consumer without Engineering Standards carefully worked out in the interests of suppliers of materials, the manufacturer of the product and the customers for the product.

Similarly, the *Uniform Legislation and Ordinance activities* have grown. More bills have been introduced into state legislature and ordinances into municipal councils in 1935 than in any previous year. Heavy demands are therefore being made on the association in an effort to cope with new kinds of state and municipal legislation, rarely heard of heretofore.

In the last year the proposed reciprocal trade agreements with various nations have required the attention of our association not only to protect the industry against destructive foreign competition but also to insure, so far as practicable, that American products shall receive favorable consideration abroad in such agreements either as to duties, quotas, exchange or

otherwise. In nearly all trade agreements approved today, products of the industry have received favorable treatment abroad. At the same time this association continues to provide competent witnesses for all hearings on electrical products before Customs Courts.

There are throughout the country nearly one hundred electrical associations, commonly known as electrical leagues, designed to promote the sale of electrical products and electric current in their respective communities. Manufacturers of electrical products are requested to support such organizations. In order to insure, so far as practicable, the maintenance of a high standard of such work, NEMA receives a copy of the program, a copy of the budget of most of such leagues, analyzes them and gives or rejects approval thereof, and such approval constitutes a basis for determination by the individual company as to whether or not that company shall contribute to the local league. There are, of course, many shows and exhibits in which NEMA members are invited to participate. A Committee of Shows and Exhibits gathers full information regarding such shows and exhibits and makes it available to any inquiring members. The result is that good shows and exhibits are given support on the basis of decision of the individual company with full knowledge at hand.

### **Fostering Sound Business Policies**

In the last few years the concept of "business policy" has been recognized by a great majority of business men and it is becoming generally understood that good business requires the establishment of sound policies by the individual company and the following of those policies without discrimination. NRA, if it did nothing else, has accomplished a great deal in dramatizing this concept of business policy.

In the course of developing supplementary Codes of Fair Competition, all of the sections of this association have had the opportunity, in fact have been faced with the necessity, of considering business policies as they never considered them before. The educational values which have accrued to the individual business man from these discussions have been enormous. With scrupulous care to observe the law in every particular, partly from desire and partly because it is a large industry, the hopes are that these discussions of sound business policies will result in economies of doing business that will accrue not only to the industry but also to the customers of the industry. In the course of the next year these discussions may bear fruit in the form of either voluntary agreements or of trade practice rules approved by the Federal Trade Commission.

Such an extensive program requires sound policies for its execution and during the last year careful attention has been given to the management policies of N.E.M.A. organization. We take it for granted that an organization with a \$600,000 budget, which is comparatively small for the volume of work to be done,

has the same reason for clearly stated and written management policies as any private business organization. The policies of N.E.M.A. which have been formulated to date fall into the class of dues and assessment policies; membership maintenance and promotion policies; public relations and publicity policies; personnel policies; purchasing policies and financial policies.

### **Give Attention to Organization Structure**

A major consideration in building up a trade association is so to establish the organization structure and accommodate the personnel to the structure as to attain the objectives and carry out the policies by which they are to be attained economically and efficiently. The major changes which have recently occurred in N.E.M.A. are as follows:

1. An Officers Committee, consisting of all of the officers of the Association, is associated actively with the president in analyzing problems and laying plans for consideration by the Board of Governors and for consultation by the Managing Director. The existence of this committee insures a balanced and constructive consideration of the major issues and affords an opportunity for consideration of all of the facts before final action is taken, more facts than any Board of Governors, consisting of important business executives, could consider individually or in a large meeting.

2. New sections, groups and sub-groups of N.E.M.A. are being organized. Some degree of reorganization of sections is under way in order to undo the effects of a dues and assessment policy adopted two years ago and quickly thereafter abandoned.

3. A complete definition of the industry as a whole and of each of its nearly 175 sections, groups and sub-groups is being completed, partly through ironing out conflicts between different sections of N.E.M.A. and partly through finding the solution to conflicts between the Electrical Manufacturing Industry and other industries. This program follows certain basic principles laid down by a "products scope" committee.

4. The staff of the organization has been reorganized into seven departments, each with a departmental director and assisting staff. These departments are:

- a. Business Development
- b. Industrial Relations
- c. Uniform Legislation
- d. Engineering
- e. Uniform Accounting
- f. Statistical
- g. General Service
- h. Accounting, Auditing and Office Service
- i. Financial

Of these at the present time the Code Administration Department is substantially the largest, but every department in existence in this association prior to

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## SUMMARIES OF THE QUARTERLY

# CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

### Code Pk 7A 35

#### Box Chocolates—1 lb.

**Description of Package:** Lithographed on special white litho paper; set-up box, one layer, extension edge top and bottom; top padded and varnished.

**Size and Shape:** Flat, rectangular,  $11\frac{1}{4}'' \times 6\frac{3}{8}'' \times 1\frac{1}{8}''$ .

**Design:** Distinctly modern, featuring name in tall thin condensed letters, embossed. Two-tone rectangular panels in opposite corners. Background, tan with lavender tinge, lettering in canary yellow employing three dark dots for contrast. Rectangles in shades of milk chocolate and dark browns. Design on sides uses similar lettering with modern treatment of rules and colors. Bottom in cocoa brown, unvarnished.

**Originality:** Distinctively original and well suited to candy box.

**Box Findings:** Glassine paper lining, white coated tray in center.

**Sales Appeal:** Exceptionally high class with an appeal to moderns and those of good taste.

**Display Value:** Very striking in color contrasts with a large display surface and lettering visible at considerable distance.

**Remarks:** This package is one of the finest of high class packages. An example of what can be accomplished on a low priced paper by the use of fine printing and designing. Denotes high quality of its contents and the high calibre of its manufacturer. It also has advantage of a "family" resemblance to other packages made by this firm.

### Code Pk 7B 35

#### Box Chocolates—1 lb.—\$1.25

**Description of Package:** Miniature sized chocolates, 115 pieces, packed in two-layer square set-up paper and foil covered box. Top and bottom covered with hammered embossed metallic foil. Top and base fit around sides in semi-telescopic fashion. Padded green tinted pyroxlin coated paper square panel is mounted on center of lid. Printed on panel is signature of this retail confectioner and name of chocolates. Sides of box covered with same paper. Box wrapped in cellulose, using transparent cellulose tape. Printed slogan seal stuck on bottom of package.

THE following packages are representative of the wide variety submitted to the 2nd Candy Packaging Clinic held June 21, 1935, in the Merchandise Mart, Chicago. There were 84 packages presented, from which 34 were selected for analysis by the Board. Sixteen were awarded recognition for outstanding packaging in their classes.

**Size and Shape:** Square,  $6\frac{1}{2}'' \times 6\frac{1}{2}'' \times 2\frac{1}{8}''$ .

**Design:** Attractive color combination and use of materials, promising high quality in contents, which it delivers. Simple design, confined to black rules and printed lettering on green panel.

**Typography:** Script lettering of confectioner's registered name gives desired personal touch. Lettering and use of rules surrounding name of package have pleasing simplicity. This portion of the design, however, might be improved by using a type style of more distinctive character in keeping with the high quality of the package.

**Appearance on Opening:** Superior. Contains wide assortment of small pieces in dark chocolate coating—excellent gloss and strings. Top tray contains four pieces wrapped in silver and gold foil; four in silver, blue and purple foil cups, containing two milk puddings and two dark coated cordials, also four pistachio nut pieces. Bottom layer, cross partitioned, contains two foil wrapped

pieces, four metal cups and two pistachio nut balls.

**Box Findings:** Top and bottom cushioned with padding; cellulose sheet covers top tray; trays lined with transparent waxed paper. Brown glassine cups used with foil wraps and metal cups for trimming. Cross dividers in bottom tray. Chocolates well protected.

**Sales Appeal:** Good. Display value good.

**Remarks:** High grade package with high grade contents.

### Code Pk 7C 35

#### Home Made Assortment—

#### 1 lb.—90c

**Description of Package:** Set-up box, printed in chocolate brown on buff cover stock. "Home Made" chain retail confectioners' style of package.

**Size and Shape:** One-layer, rectangular,  $5\frac{5}{8}'' \times 1\frac{1}{4}''$ .

**Design:** Name of assortment in bold lettering on brown, printed like a band circumscribing one end of the cover. Confectioner's name and the words "Home Made Candies" embossed in center. Printed seal with lettering in upper corner. Communities where shops are located lettered across bottom of lid design. Confectioner's name in script embossed on box ends and sides. Design is above average for this type of package. It is possible, however, the execution of the bold lettered band gives a "commercial" effect undesired for this "home made" type of package.

**Originality:** More distinctively individual package could be designed without making a costlier package. This line of packages is quite similar in design to the general run of chain candy shops, excepting that here better paper is used.

**Appearance on Opening:** Excellent. Assortment of wide variety, of large size home made pieces, very colorful, with abundance of nuts. Some pieces dipped, layered, and wrapped in cellulose. Very pleasing.

**Box Findings:** Single diagonal divider, brown glassine cups, two metallic foil wraps, wax paper liner. Padding and cellulose sheet on top.

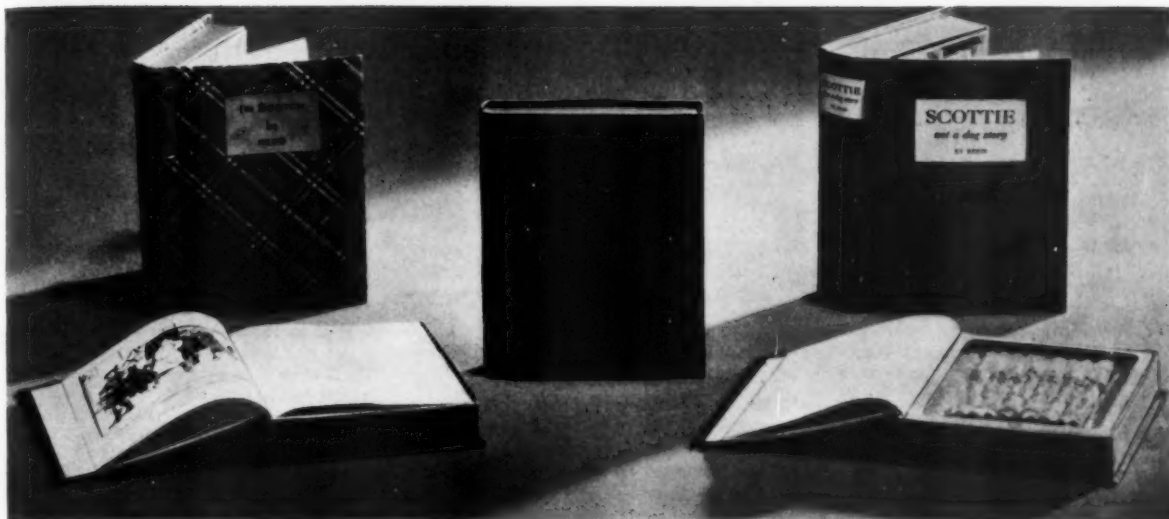
**Sales Appeal:** Very tempting. Package is mainly displayed open in retail stores. Does not depend on box to sell merchandise.

**Remarks:** Assortment and interior packing very good. Quality of box wrap is good for this type of package. Printing good.

## CANDY PACKAGING BOARD

EXPERTS in their fields, the following compose the Candy Packaging Clinic Board of the MANUFACTURING CONFECTIONER. Their views in analyzing packages submitted to the Quarterly Clinics represent the various interests involved in effective candy packaging and merchandising.

Ernst A. Spuehler, Designer, of Herbert J. Bielefeld Studios, Chicago; B. F. Young, Candy Retail Sales Manager, Sears Roebuck & Company; W. E. Swanson, Vice-President, and Frank H. Anderson, Secretary, Automatic Canteen Company of America; George A. Eddington, Factory Manager, Archibald Candy Co., Chicago; Verne C. Field, Box Paper Division, Dwight Brothers Paper Co., Chicago; Theodore Lax, Midwestern Manager, Bennington Wax Paper Co. and Ben-Mont Fancy Papers, Inc., Bennington, Vermont.



### OUTSTANDING PACKAGES SELECTED BY CANDY PACKAGING CLINIC

ABOVE—Awarded recognition for outstanding candy packaging in specialty or novelty group. The book boxes standing are a series of three 1 pound butter scotch assortments manufactured by Reed Candy Co., Chicago. "The Scotch Digest," newest of the group, is in red embossed paper cover stock, representing red Morocco leather binding, with this title design and title printed in gold. The open "books" show interiors of the box, with hinged lids, appropriate title page, frontispiece, and quotation. Moisture proof cellulose in cardboard window serves as inner cover to keep contents intact when opening. "I'm Scotch" is in plaid cloth design on white litho stock. "Scottie, Not a Dog Story," is lithographed in red on friction glazed paper, with overall design of Scottie dogs in black.

#### Code Pk 7D 35

##### Novelty Group

**Description:** "Popeye"—two colors in molded chocolate. 7"x2½"x1¼". Wrapped in transparent cellulose, sealed with cellulose tape; also bears manufacturer's printed seal on back. Price, 25c.

"Cigar"—chocolate wafer wrapped cigar with gold and black band, wrapped in transparent cellulose, sealed with transparent tape. Price, 5c.

Decorated cream patties, for party and table favors, in brown waxed paper cups. Price, 5c.

Miniature "Bride and Bridegroom" mounted on square bon-bon. Figures colored, with lace veil for bride. In brown glassine cup. Price, 25c.

**Sales Appeal:** Distinctly high class novelties for retail confectioner catering to discriminating patrons. Each item is very individualistic and effectively executed. Sales on these have proven very gratifying.

**Remarks:** All of these are novelty numbers of merit.

#### Code Pk 7E 35

##### Chocolate Almond Bar—5c

**Description of Package:** Foil wrapped, molded chocolate bar. Name of manufacturing retailer molded in top panel of bar which is seen in foil relief. No other wrapper used. Net weight not indicated.

**Size and Shape:** Rectangular, 4¾"x1½"x7/16".

**Sales Appeal:** Foil gives good protection, particularly for summer; also gives a cool and neat appearance.

The plain wrap and comparatively small size of bar, however, compel the bar to depend upon the good quality reputation of the manufacturer to sell this item.

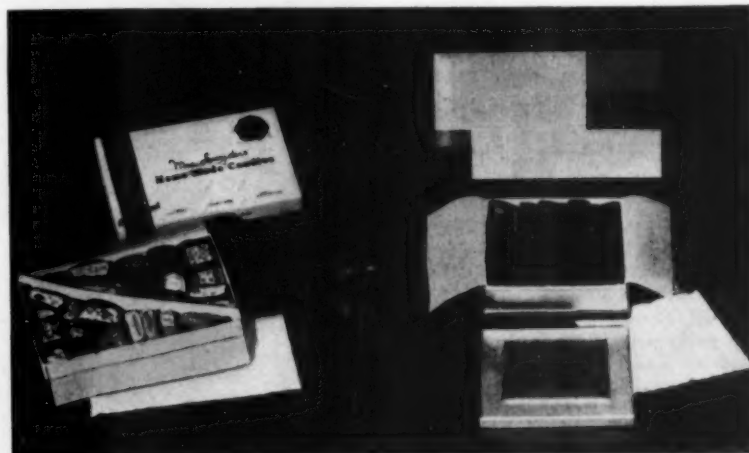
**Remarks:** A good quality piece in a utility wrap. This method eliminates the cost of printing and is suitable for a candy shop featuring its own goods, but more display is necessary on the average wrapper of a bar sold in the highly competitive open market. In other words, this is a practical idea for the retail confectioner

in the trade area where his quality is known to the consumer.

#### Code Pk 7F 35

##### Boxes of Butterscotch—1 lb.—85c and 89c

**Description of Packages:** Group of three printed paper set-up boxes, featuring butterscotch assortments. Lids open in hinged book cover fashion. Packages contain appropriate parody title page, frontispiece and preface.



LEFT—"Chicago Assortment" of home made type candies in one-layer set-up box offered by Mrs. Snyder, Chicago. An assortment with quality appeal. Between this and Mrs. Snyder's "Diminutive" box is her molded "Pop-Eye" in two color chocolate, wrapped in transparent moisture-proof cellulose, a good novelty item. The "Diminutive" Chocolates box is a fancy two-layer set-up box of refinement. Lid and bottom in embossed hammered foil, with padded green tinted paper panel mounted on top. Top Right—"Norris Milk Chocolates" one-layer modernistic box with French Edge top and bottom. The striking color tones in tan and shades of brown, with yellow letters unfortunately were lost in photographing. One of finest of modern candy boxes.

**Design:** "The Scotch Digest"—Latest package of this series, is red embossed paper cover stock, imitating red Morocco leather binding. Title, "author," year and publisher-manufacturer printed in gold with thistle border design. Box sides are embossed gold pyroxylin coated paper mounted on cardboard to represent gilt edges of bookleaves. Illustrated Scotch scene frontispiece. Title page shows manufacturer as an author and states other "works," referring to the two previous book boxes. Moistureproof cellulose in cardboard window frame serves as inner cover for butterscotch assortment. Some hard round tablets wrapped in cellulose, others in embossed foil. Chewy cylindrical pieces in printed wax paper with one end twisted. Two divider sections in center, made of folding carton stock mounted with embossed gold foil; top edges scalloped to good effect. A very ingenious package. One of the finest examined by the Candy Packaging Board.

"Scottie, Not a Dog Story"—Red cover with overall design of "Scottie" dogs in black, representing a popular novel. Lithographed on friction glazed paper mounted on strong cardboard to make book effect. "Gilt edged leaves" same as above. Contains chewy butterscotch wrapped in printed wax paper, packed in divided sections; cellulose covered. "Scottie" is a very clever adaptation with a semi-humorous appeal.

"I'm Scotch"—Plaid cloth design lithographed on white litho paper stock mounted on cardboard cover. First of the series. "Gilt edge leaves" same as above. Title page and preface on butterscotch written as parody. Contains round hard butterscotch assortment wrapped in transparent cellulose and foil. Designed very true to style.

**Originality:** Outstanding in their execution of ideas.

**Class of Trade:** Distinctly high-class novelty gift packages.

**Appearance on Opening:** Excellent very pleasing, with an element of surprise in each "volume."

**Sales Appeal:** Outstanding. Especially suited for gift sales.

**Appropriateness:** Unusual adaptation of packages to product.

**Remarks:** These are among the cleverest packaging ideas in the candy field.

### Code Pk 7G 35

**Box Chocolate Cherries—1 lb.—29c**

**Description of Package:** One-layer, lithographed set-up box in brown, red and green on white offset paper.

**Size and Shape:** 8 $\frac{3}{8}$ "x6 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". Rectangular, flat box.

**Design:** Large cherries illustrated on top at left end, also sides immediately below, giving the effect of a band of fruit circumscribing package.

Cherries also on both ends. Light brown vertical rules on cover separate illustration from lettering, which includes registered name and description in brown scrip letters. Good. Word "cherries" in large red letters.

**Appearance on Opening:** Chocolates in brown glassine cups packed in four rows of six to a row, separated by cheap looking cardboard dividers. Pieces not of uniform height, hence box looks too deep, exposing too much of the dividers thereby making pieces look small, while in fact they are quite large and tall. Suggest either a shallower box or better standardization of pieces.

**Sales Appeal:** Good for this price range.

**Display Value:** One of the few single-layer cherry boxes. Very good for display.

**Remarks:** Good merchandising package. Exterior has very tempting appearance. "L a d y" manufacturer's name in script lettering gives a personalized and semi-homemade touch.

### Code Pk 7H 35

**Mint Patties—5 oz.—10c and 1 lb. Package**

**Description of Package:** 10c size assorted mint patties, white folding board box with sliding boat, printed in blue with round one-inch window at each end of top, revealing assorted colors and contents. Twenty-one pieces packed on edge between wax paper in five assorted flavors. Cellulose overall wrap, sealed with cellulose tape.

**Size and Shape:** 10c size, 4 $\frac{1}{4}$ "x1 $\frac{3}{4}$ "x1 $\frac{3}{4}$ "; one-pound package, 7 $\frac{1}{2}$ "x4"x1 $\frac{3}{4}$ ".

**Design:** Small package pleasingly designed for a summer item. Name in top center is descriptive of the colorful mints revealed through circular openings. The one-pound package similarly styled to above, with four windows, two rows of mints. On the 10c size package the words "cool" and "creamy" are above each window; an appropriate thought. Flavors indicated on the sides of package, above circular monogram of manufacturer. Large package features name of manufacturer in center, while the same sized openings are used to reveal contents. This package has practically no design. Different window arrangement would greatly improve appearance.

**Sales Appeal:** Small package is good.

**Remarks:** Small package is a good merchandising unit of the home-made type of piece, well protected, with sufficient visibility to help itself. Pieces break easily, however, and with slight heat show markings on the cellulose and stick to wax paper. Also the openings permit crumbs to get on outside between cellulose and the box—two problems of this package.

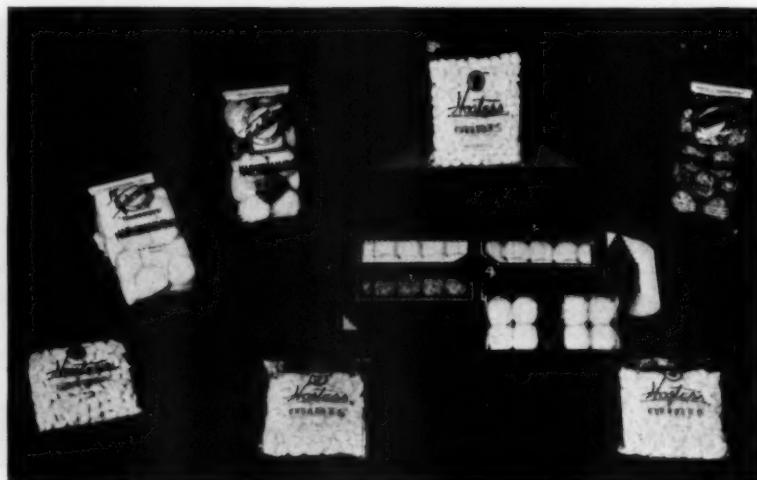
### Code Pk 7I 35

**Chocolate Assortment—1 lb.—29c**

**Description of Package:** Crimp printed gold paper set-up box. Two layers of chocolates; also similar package is offered in silver printed paper.

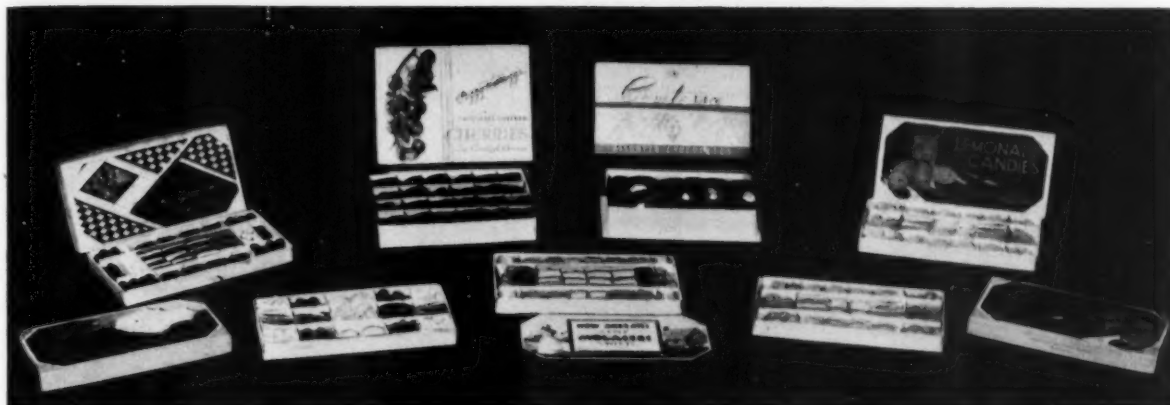
**Design:** Decoration is printed in black, which offers some difficulty in visibility owing to the paper used. Top of wrap gives a very rich effect and offsets this point.

**Sales Appeal:** Very effective package at this price range. Should sell well.



**CENTER, top—"Hostess" Mints** in appetizing designed transparent moisture-proof cellulose envelope style half-pound bag, featured by Shotwell Mfg. Co. It is printed in blue, with silhouette and "Mints" in red. The bags are heat sealed, crimped at top. Offered in assortment of three flavors and colors: white, pastel green and pink. The Marshmallow assortments are by E. H. Edwards Co. Simplicity and ready identification are characteristics of the printed cellulose bags. The blue and yellow cut-out folding carton makes use of visibility and strong display. Contains four individual packets which can be sold separately.





**POPULAR PRICED PACKAGES** with selling power. A five box summer assortment includes all the above but the two in rear center. One layer lithographed boxes, illustrated according to contents: various type pieces in following box assortments: Licorice, Mints, Molasses, Lemon, Orange. A striking array by Quaker City Confectionery Co., Philadelphia. Left center—Peggy Kellogg's Chocolate Covered Cherries is a one-layer lithographed box effectively done in brown, red, and green on white offset paper, by Hillman's Chicago. Right center—"Comtessa Chocolates" in 1 pound two layer set-up box, embossed and lithographed in red, gold, and blue. A striking package in low price field, by E. J. Brach & Sons.

**Display Value:** Printed crimp paper gives striking display value and strong pulling power.

**Remarks:** Both of these packages are good in this price range. Printing, however, may be improved. Black silhouette on gold box may be improved if broken up with high lights or light lines similar to the good effect obtained in the line drawing on silver box.

### Code Pk 7J 35

**Chocolate Peanut Bar—2 oz. or Over—5c**

**Description of Wrap:** Printed transparent cellulose wrap.

**Size and Shape:**  $4\frac{1}{2} \times 1\frac{1}{4} \times \frac{5}{8}$ ". Bar scored to break in half, sides beveled.

**Design:** Name of manufacturer is molded in top of bar. This is visible through the cellulose, which has light blue and white stars printed in a scattered design around space where molded name is seen. Price, "5c," in lower right corner of top. Leaf design in dark blue and white printed on the sides of the wrap, with firm name in white oval in center.

**Class of Trade:** Good pick-up item for counter sales.

**Sales Appeal:** Fair. Has appeal because of merchandise visibility.

**Remarks:** From a merchandising standpoint, two colors might be used as effectively as three, using one shade of blue instead of two. This should save cost on wrapper without sacrificing effective appearance.

### Code Pk 7K 35

**Chocolate Coated Bar—2½ oz.—5c**

**Description of Wrap:** Combination cellulose and glassine wrap, with brown glassine underwrap.

**Size and Shape:**  $5 \times 1\frac{1}{4} \times \frac{5}{8}$ ".

**Design:** Simple and attractive top design printed in dark blue on silver

with white outline. Bar name in bold letters on silver and white panels makes a very strong contrast against chocolate colored underwrap. The word "new" in white script letters over name, together with use of fine white rules and small scalloped border around sides of bar give an appearance of refinement and quality. Decorated blue, silver and white ruled design around sides bears name of bar and price in white letters on blue background. This gives a striking effect but does not harmonize with top design—thus gives an appearance of two separate units and makes the bar look thinner than it actually is.

**Sales Appeal:** Double wrap is practicable for summer protection, but might well be eliminated during cool weather so chocolate coating with its more attractive gloss is visible.

**Display Value:** The high class appearance, generous size without being too large, and a very legible type design give this bar an unusual display and merchandising advantage. Side view also stands out by use of its color contrasts.

**Remarks:** On the whole this is an excellent design for effectiveness. The bar is comparatively a big seller. The design on top, because of its simplicity, is infinitely better than that on the sides, as it tends to be somewhat overdecorated. This point might be yielded, however, because of the effectiveness obtained.

### Code Pk 7L 35

**Taffies—1½ oz. or more—5c**

**Description of Wrap:** Transparent, moistureproof cellulose, printed in green, silver and red. Assortment of five pieces, individually wrapped in cellulose, arranged side by side on cardboard strip, alternating light and dark pieces. Taffies homemade style.

**Size and Shape:** Package,  $6 \times 1\frac{3}{4} \times \frac{5}{8}$ "; pieces,  $1\frac{1}{2} \times 1\frac{1}{8} \times \frac{5}{16}$ ".

**Design:** Full visibility of pieces from top and sides. The design is confined chiefly to silver and green rules around sides and ends. Heart and price in red at opposite ends of top. The name of firm and the word "Taffies" in silver with green outline in top of center. Colors and treatment very pleasing and harmonious with assortment in tan, chocolate, white striped with chocolate, butterscotch and tan.

**Originality:** Distinctive originality is evident both in design, use of colors and arrangement of pieces.

**Sales Appeal:** Very effective package for this type of merchandise, with quality appeal. Has good display value.

**Remarks:** A well executed 5c package. The item is a good counter number for those who like taffies. This same wrap has been modified by substitution of white for silver lettering and omission of border design, which has destroyed the distinctive character of original package—a questionable economy.

### Code Pk 7M 35

**Chocolate Covered Bar—2½ oz. or over—5c**

**Description of Package:** Foil wrapped, chocolate covered marshmallow bar with peanut topping and maple cream base. Lettering, dark blue, in script and blocked type.

**Originality:** None. Same style name and treatment as another long established chocolate bar.

**Sales Appeal:** An attempt to capitalize on popularity of original bar which it resembles.

**Remarks:** Unanimous opinion of Packaging Board that the merchandise and wrapper are a direct imitation of

a well-known, popular bar. Such practices should be curbed.

### Code Pk 7N 35

#### Peanut Butter Bar, Double—2 oz. or over—5c

**Description of Package:** Printed transparent cellulose with cardboard base. Design of wrap, method of packaging and merchandise are very obvious imitation of a similar item by a well-known firm.

**Sales Appeal:** Very attractive package, but too similar to its competitor.

**Remarks:** While this might be a logical method of packaging this item, the design and colors might have accomplished more if distinctly different. The industry should get together to eliminate this practice of imitating each other's items. It shows lack of independent thinking.

### Code Pk 7O 35

#### Malted Milk Coated Bar—Marked 1/2 oz., actual weight about 2 1/2 oz.—5c

**Description of Package:** Distinctly a summer item in appearance and content. Bar is packed double; summer coating over caramel and vanilla nougat. Combination cellulose and glassine wrap, with wax lined metallic foil underlay covering bar. Foil visible through the cellulose.

**Size and Shape:** Long; two pieces end to end. Total size 6"x1 5/8"x3/4".

**Design:** Printed in light and dark blue and yellow, light blue predominating. The top is very plain, showing only the name, slogan and price, with foil underwrap as a striking background. Plainness makes design look almost unfinished. Name in "frosted" letters to give cool effect. Arctic scene printed on both sides.

**Colors:** Excellent use of colors for summer wrap. Stronger blue in name on top would give greater visibility at distance. We suggest same blue as used in name on sides, which would still have cooling effect.

**Appearance on Opening:** Goods well preserved by top coating and protection of foil.

**Sales Appeal:** Long shape has definite sales advantage over short stocky bar. Cool appearance is very inviting.

**Remarks:** On the whole a very good summer package. Description of bar's contents on bottom of wrap, as well as suggestion of other bars by this firm is a good feature. Looks like a big value.

### Code Pk 7P 35

#### Iced Nougat Frappe Bar—2 1/2 oz.—5c

**Description of Wrap:** Combination printed transparent cellulose and glassine.

**Size and Shape:** Rectangular, stocky; 4"x1 1/4"x1".

**Design:** White coating of bar is re-

vealed through cellulose. Name printed on cellulose in dark blue on gold and light blue diagonal panel across white bar. Diamond shaped identification of firm on both ends. Blue and gold rules on sides with bar name on diagonal strip. Very pleasing and effective wrap for summer bar.

**Sales Appeal:** Good, with quality appearance.

**Remarks:** This is well designed to meet the sales requirement of the product. Visibility when possible in summer is a good feature, thus customers know what they are getting. This bar follows manufacturer's practice of emphasizing name of his piece, but obtains firm identity by use of his insignia on top of all wraps, firm name on bottom.

### Code Pk 7X 35

#### Coconut Bar—Double—2 1/2 oz.—5c

**Description of Package:** Two long white coconut covered pieces, side by side, wrapped in printed transparent cellulose with cardboard base.

**Size and Shape:** Package, 4 1/4"x2 3/4"x 1/2"; pieces, 4 3/8"x1 1/8"x1/2".

**Design:** White pieces visible through the cellulose on top, offering pleasing background for name of pieces printed in silver with blue outline. Name of firm and price in opposite corners. Boat effect around sides is obtained by printed border of light and dark blue with silver center design.

**Sales Appeal:** Good. Tempting presentation, with cool atmosphere for summer item.

**Display Value:** Good. Type of merchandise is such that it retains fresh appearance, hence visibility is an advantage.

**Remarks:** An excellent solution of this merchandising problem. Looks like good quality and good value. A line describing piece might increase sales.

### Code Pk 7R 35

#### Chocolate Coated Mints—1 3/10 oz. Boat—5c

**Description of Package:** Chocolate coated cream mints in brown tinted cellulose wrapped boat, containing twelve pieces.

**Size and Shape:** Package, 5"x1 3/4"x1/2"; pieces, 3/4" in diameter.

**Design:** Simple design offering visibility of these quality chocolates. Printed gold and red crest in center with name of manufacturer in gold on red background. Name of item in red letters on small gold panels in remaining space on both sides of top. Net weight in gold on edge of boat, firm name on back. Effectively executed; in keeping with merchandise. Unusual results obtained with only two colors of ink.

**Class of Trade:** An adult item, particularly wherever bars and handy packages are sold to trade with taste for quality.

**Appearance on Opening:** Good. Quality of contents excellent at this price. Protection afforded by tinted cellulose.

**Sales Appeal:** A dignified package that implies quality. Pieces are of dainty size. Package remains intact after opening.

**Display Value:** High class in appearance, offering full visibility of merchandise. Tinted cellulose obscures an adverse appearance due to the effect of summer temperatures on chocolate.

**Remarks:** Here is a high class, well designed package of a little bit of good candy for a little bit of money. An example of packaging bulk chocolates in 5c packages effectively done.

### Code Pk 7S 35

#### Candy Corn Packet—2 oz.—5c

**Description of Package:** Cellulose wrap with cardboard base, printed in blue and white. Contents visible.

**Size and Shape:** 5"x2"x3/8".

**Design:** In simple and legible manner it harmonizes well with the merchandise showing through the cellulose, making a pleasing item. The manufacturer's name is lettered in white on blue panel in upper left corner. Name of item in lower right. Blue and white rules neatly frame sides of package.

**Sales Appeal:** Good. Appearance of package is excellent in design and color contrasts, also in use of visibility.

**Remarks:** Quantity might well be increased at this price, giving at least one ounce more.

### Code Pk 7T 35

#### Bags of Mints—6 oz.—10c

**Description of Package:** Transparent cellulose envelope style half-pound bag. Printed in red and blue, heat sealed, crimped. Three flavors of mints sold in assortment of one dozen packages.

**Design:** Trade-marked name in blue script lettering below red silhouette form predominating unit of design. The word "mints" in bright red bold letters balances red silhouette above. Net weight, manufacturer's name and address complete the design. Simplicity and style excellent.

**Colors:** These stand out in strong contrast to pastel shades of contents.

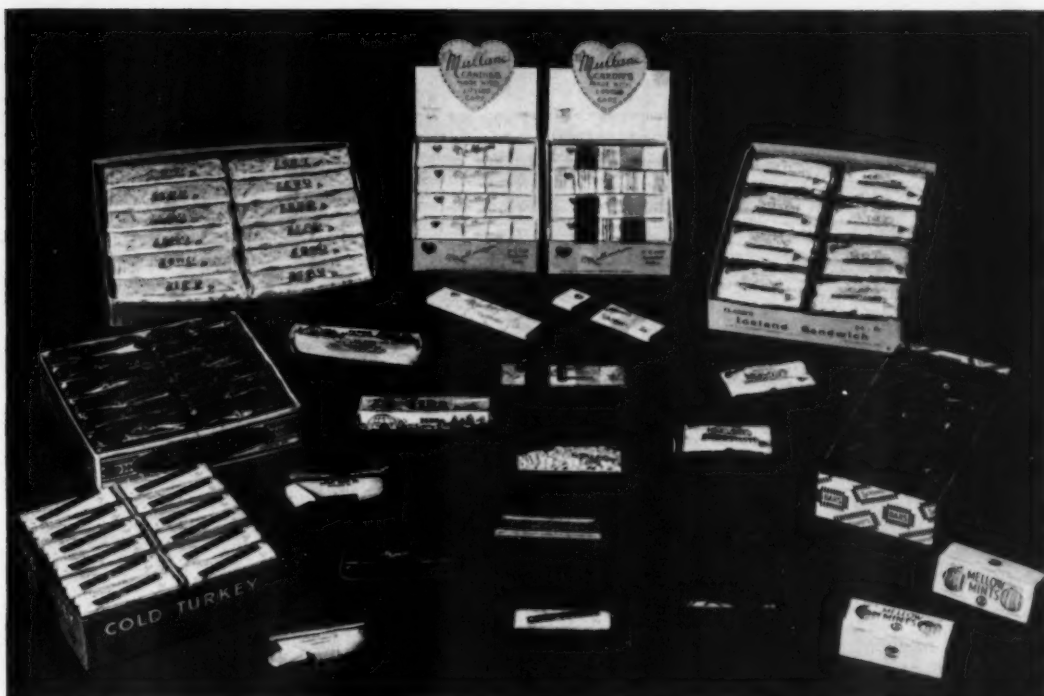
**Typography:** Very legible with distinct character.

**Originality:** Excellent.

**Sales Appeal:** Good. Shoppers' packages. Brightness of package gives a very appetizing effect and fresh appearance.

**Display Value:** Strong legibility and complete visibility of merchandise offer excellent display value. Will attract attention at a distance.

**Remarks:** This is one of the best items examined by the Packaging Clinic. Example of good planning.



BAR goods awarded recognition as outstanding packages. Left—"Cold Turkey," summer coated bar in combination cellulose and glassine wrap, permitting visibility of top; printed in two shades of blue and gold; Sperry Candy Co., Milwaukee, Wis. "Denver Sandwich," another Sperry bar in similar wrap but with brown glassine underwrap for summer protection of chocolate coating "Zero" Bar, summer bar packed double in combination cellulose and glassine wrap, with wax lined foil underlay covering top of bar and visible thru cellulose. Excellent in "cool" design and appeal. Hollywood Candy Co., Minneapolis, Minn. "Mullane's Taffies" wrapped in transparent cellulose printed in silver, green, and red; colorful assortment, by John Mullane Co., Cincinnati, Ohio "Iceland Sandwich," two coconut pieces in printed cellulose pack with cardboard base; effective summer design in silver letters outlined with blue, D. L. Clark Co., Pittsburgh, Pa. Next is Schrafft's "Opera Mints," chocolate coated creams in brown tinted cellulose wrapped boat, 12 pieces. Quality appeal by use of gold crest design with red letters, W. F. Schrafft & Sons, Boston, Mass. "Mellow Mints," cream patties, assorted colors in white folding box with two round windows, legible design in blue, cellulose wrap, by The Gobel Co., Cambridge, Mass. Center—"Butter Cream Corn" in well designed cellulose packet with cardboard base, printed in blue and white, Pr. Wunderle, Philadelphia. Foil wrapped chocolate bar with molded name as foil design, Mrs. Snyder, Chicago.

### Code Pk 7U 35 Marshmallow Assortment— 1 lb.—20c

**Description of Package:** Printed cut-out folding carton containing four individual 5c packets of marshmallows which can be sold separately. Each package is a folding carton boat, cellulose wrapped, containing 10 marshmallows in the following assortments: plain, pastel colored coconut, toasted coconut, assorted pastel crystallized and assorted pastel sugared. Boats slide in carton.

**Size and Shape:** Carton, 12"x5¼"x1¼".

**Design:** Printed in blue and yellow with reverse plate, showing white stock in letters, making three-color effect. Profuse use of rules and ornamentation around window cut-outs revealing contents in single layers.

**Sales Appeal:** Particularly good. Colorful and pleasing assortment. Offers wide appeal and display value, the contrast of colors give striking appearance. Visibility of contents an advantage.

**Remarks:** General effect very pleasing. When this package is revised we suggest eliminating the printed scal-

loped edge around windows which make openings look small and detract from merchandise. Another improvement would be a more modern design and simple lettering.

### Code Pk V 35 Fudge Mix—¾ lb.

**Description of Package:** Folding carton sealed with overall wrap, printed in reddish brown and yellow on white paper stock. Contents ingredients for homemade fudge.

**Design:** Name of product in white obtained by reverse plate on brown background surrounding upper half of package. Lower half in yellow containing description in brown letters. Directions printed in brown on white panels. Very legible and pleasing.

**Sales Appeal:** Good.

**Remarks:** Good modern package. Good display value. Mainly a grocery item.

### Code Pk 7X 35

#### Box Chocolates—1 lb.—25c

**Description of Package:** Lithographed set-up box, two layers, extension edge top and bottom. Red, gold and blue on white litho stock. Cellulose wrapped lid.

**Shape and Size:** Rectangular, 8¾"x5½"x2".

**Design:** Upper half of lid a white panel with name embossed in large red script across center. Embossed gold and red crown in top center. Narrow blue band under lettering divides white panel from gold panel in lower half with embossed decoration. Red panel forms base of cover and extends down side. "Assorted Chocolates" in white letters on red strip across base of top design. Entire package has semi-modern touch. Pleasingly executed.

**Appearance on Opening:** Unusual for this price range. Light and dark coatings, two foil pieces and three sugar coated almonds.

**Box Findings:** Round glassine cups.

**Sales Appeal:** Package equals many others in higher price range.

**Remarks:** Remarkable package for popular priced assortment.

### Code Pk 7Y 35

#### 5 Box Summer Assortments— 1 lb.—29c

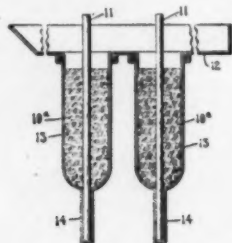
**Description of Packages:** Five separate packages in following assortments: Molasses, mints, licorice, (Turn to page 48)



# P A T E N T S . . . . .

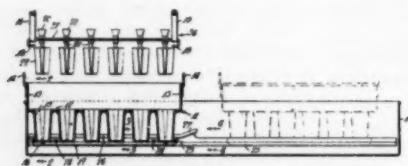
## OF INTEREST TO THE CONFECTIONERY INDUSTRY

2,003,612. Frozen Confection. Milton Schnaier, New York, N. Y., assignor to The Popsicle Corporation of the United States, a corporation of Delaware. Original application March 26, 1930, Serial No. 438,937. Divided and this application November 10, 1933, Serial No. 697,448. 5 Claims. (Cl. 107-19.)



1. A freezing mold of the class described including a pan and individual mold units pendant from the pan, said mold units comprising elongated receptacles having their open mouths affixed at corresponding openings in the pan and closed bottom wells of reduced cross-section extending below the main body portions of said receptacles and adapted to receive the lower end of a handle stick about which material in the main section of the mold is to be frozen.

2,003,518. Apparatus for and Method of Processing Frozen Confections. Milton Schnaier, New York, N. Y. Application March 18, 1931, Serial No. 523,479. 8 Claims. (Cl. 107-8.)



2. As a new article of manufacture, a defrosting tank having parallel sides, a pair of rails fixed to the inner face of said sides and extending substantially to the end of the tank and adapted to support a freezing mold deposited thereon, a second pair of rails arranged at one portion of the tank only and above and parallel to said first mentioned rails, said second mentioned rails being adapted to block upward movement of the freezing mold when the latter is slid along the first mentioned rails to a predetermined position.

2,002,963. Frozen Confection. Floyd L. Schade, Kansas City, Kans. No Drawing. Application July 27, 1932, Serial No. 625,201. 7 Claims. (Cl. 99-16.)

1. A frozen confection including a potable liquid, containing milk and sugar and having added thereto, agar-agar, gelatine and glycerine.

2,000,342. Confection and Method of Making Same. George E. Lathrop, Louisville, Ky., assignor, by mesne assignments, to The Popsicle Corporation of

the United States, New York, N. Y., a corporation of Delaware. Application June 25, 1931, Serial No. 546,901. 5 Claims. (Cl. 206-56.)



2. A handle for confections, cut, bent, and formed from a single piece of material comprising receptacle body and a bottom therefor, said bottom being formed by inwardly folded extensions of the body, said handle including gripping members formed by extensions of the side walls of the body.

2,005,245. Packaged Confection. Russell Stover, Kansas City, Mo. Application May 28, 1934, Serial No. 727,909. 3 Claims. (Cl. 206-56.)



1. A package comprising a receptacle, a minor quantity of confectionery topping in the bottom of said receptacle and a major quantity of frozen comestible superposed upon said topping, said topping having such a low freezing point that it will remain flowable during normal temperatures of storage and dispensing of the package.

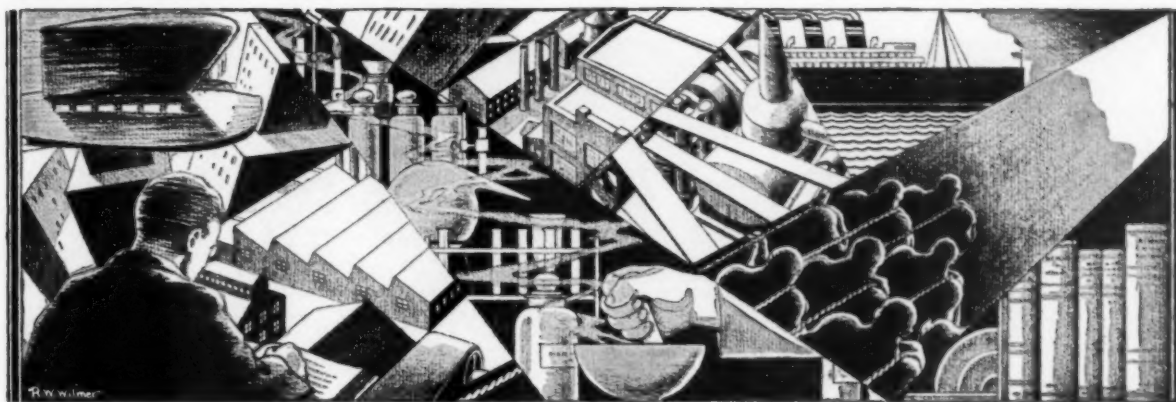
2,004,009. Method of and Apparatus for Conditioning of Chocolate or the Like. William A. Moir, New York, N. Y. Application June 4, 1934, Serial No. 728,991. 16 Claims. (Cl. 99-11.)



1. The method of treating a chocolate mass for providing a fine fat grain throughout substantially the entire mass, comprising rapidly rotating the mass and causing parts of the same to momentarily contact with a cooling medium.

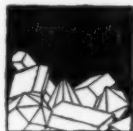
2,001,412. Manufacture of Chewing Gum. Alfred Falk, Munich, Germany. No Drawing. Application March 24, 1933, Serial No. 662,529. In Germany April 19, 1932. 1 Claim. (Cl. 99-16.)

As a new article of manufacture a chewing gum, comprising a foundation of gum chicle, medicinal and flavoring ingredients of the usual character and an admixture of alpha-dammarosene, thoroughly mixed with the former ingredients in the proportion of about 0.5-10% of the latter.



# • • • • • Monthly Digest of • • • • • CURRENT TECHNICAL LITERATURE

### Beating Properties of Dried Egg Albumen



Hung-Yuan Chang and Ming-Shan Hsieh, *Journal Chinese Chem. Soc.* 2, 117-25.

THE beating properties are influenced by the duration of the fermentation treatment. The most favorable period is said to be four days. Beating and foam stability tests are described.

### Theory of Pectin Jelly Formation



Aksel G. Olson, *Jour. Phys. Chem.* 38, 919-30.

THE author lays down seven basic assumptions regarding the chemistry of pectin jelly formation. The experimental results are all in agreement with these assumptions. A worthwhile paper for confectionery chemists interested in pectin jelly manufacture.

### Starch Products in Candy



A. E. Williams, *Chem. Trade Journal* 95, 273.

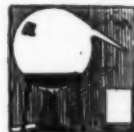
STARCH in soluble form is provided by acid-hydrolysis and by heating the starch to 190° C. in oil. In the acid treatment, the glucose stage of the conversion is reached, whereas in the oil-heating process, the starch is hydrolyzed only to dextrine. The latter is largely converted to sugar during the manufacture of the candy.

### The pH of Cocoa

Hector Garcia, *Anal. Asoc. quim Argentina* 22, 100-3.

THE pH of a number of samples of Cocoa ranged from 5.4 to 6.2.

### Fondant-like Honey Product



U. S. Patent 1,987,893. Elton J. Dyce to Cornell University.

A fondant-like honey product is made by introducing fine seed crystals of honey into liquid honey at a temperature below their melting point, agitating and maintaining the temperature of the honey during the granulation at about 14° C.

### Passion Fruit Products

H. D. Poore, *Fruit Products Journal* 14, 9, pp. 264-8, May, 1935.

INTRODUCTION of Australian passion fruit culture into Southern California has resulted in a co-operative enterprise of growing proportions. Passion fruit juice and pulp may be had in a limited way for use in soft drink, fountain syrup, ice cream, and specialty candy and jelly manufacture. The flavor of the fruit resembles a delicious combination of pineapple, guava, mango, apricot and strawberry.

### Osmotic Pressure and Inversion by Invertase

S. R. Mardashev and M. S. Mogilevskii, *Biochem. Z.* 273, 430-4.

AS THE osmotic pressure (e.g., of the syrups phase of a cream center) is increased, the reaction of the enzyme is depressed, but not in direct proportion to (Turn to page 55)



*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

## THIS MONTH WE ANALYZE

# Marshmallows, Fudge, and Caramels

### Code 6A 35

**Assorted Chocolates—1 lb.—\$1.00**  
(Sent in for analysis—No. 4182-35)

**Appearance of Package:** Good.

**Box:** Two-layer, extension type, white linen embossed in gold, black and red, neat looking transparent cellulose wrapper.

**Appearance of Box on Opening:** Good. Linen transparent liner, seal.

**Number of Pieces:** 20 dark, 38 light.

**Dark and Light Coatings—**

**Colors:** Good.

**Gloss:** Good.

**Strings:** Fair.

**Taste:** Good.

**Dark Coated Centers—**

**Cordial Cherry:** Good.

**Pineapple Cordial:** Good.

**Strawberry Cordial:** Good.

**Butter Cream:** Good.

**Vanilla Marshmallow:** Good.

**Vanilla Caramel:** Good.

**Coffee Cream:** Good.

**Nut Nougat:** Good.

**Nut Crunch:** Good.

**Light Coated Centers—**

**Vanilla Marshmallow:** Good.

**Filbert:** Good.

**Almond:** Good.

**Date Paste:** Good.

**Chocolate Nut Cream:** Good.

**Nut Butter Cream:** Good.

**Pecans:** Good.

**Chocolate Paste:** Good.

**Nut Nougat:** Good.

**Brazils:** Good.

**Butter Cream:** Good.

**Filbert Cluster:** Good.

**Vanilla Caramel:** Good.

**Assortment:** Good.

**Remarks:** This is one of the best \$1.00 boxes that the Clinic has examined for some time. The box was neatly packed and finished up. Suggest a heavy board be used for the divider as it had lost its shape. Suggest

strings be more attractive as they were very plain for a \$1.00 assortment. Box is a trifle large, also a little too high, bottom layer looked empty.

### Code 6B 35

**Butterscotch Chews—1 lb.—29c—**  
**Sold in Bulk**

(Sent in for analysis—No. 4189-35)

**Appearance of Chews:** Good. Finger shape, Cellophane wrappers.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating butterscotch chew. Seldom do we find a good eating butterscotch chew at this price.

### Code 6C 35

**Butterscotch Nut Chews—1 lb.—**  
**29c—Sold in Bulk**

(Sent in for analysis—No. 4188-35)

**Appearance of Caramels:** Good. Finger shape, Cellophane wrappers.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating nut butterscotch chew, one of the best that the Clinic has examined at this price.

### Code 6D 35

**Nougat Caramel Coconut Roll—**  
**1 lb.—20c**

(Sent in for analysis—No. 4190-35)

**Appearance of Piece:** Good. Nougat dipped in caramel and rolled in toasted coconut cut in small pieces.

**Nougat:** Good.

**Caramel:** Good.

**Coconut:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating nougat roll. Cheaply priced at 20c the pound

### Code 6E 35

**English Toffee Bar—1 oz.—5c**  
(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Bar:** Good. Printed Cellophane wrapper.

**Size:** Small looking.

**Chocolate Coating—**

**Color:** Light; good.

**Gloss:** Good.

**Taste:** Good.

**Center:** Butter Crunch.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the finest eating butter crunch bars examined by the Clinic this year.

### Code 6F 35

**Butter Toffee Bar—1 oz.—5c**  
(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Bar:** Good. Printed transparent wrapper, brown glassine inside wrapper.

**Size:** Small looking.

**Chocolate Coating—**

**Color:** Light; good.

**Gloss:** Good.

**Taste:** Good.

**Butter Crunch Center—**

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating butter crunch bar, one of the best on the bar market.

### Code 6G 35

**Banana Caramel—2 for 1c**  
(Purchased in a cigar store, Chicago, Ill.)

**Appearance of Piece:** Good. Printed wax paper wrapper. This piece is made like a salt water taffy, cut square.

**Color:** Good.





## Tart Fruit Flavored Jellies Boost Summer Sales

Make them as tart as you wish without affecting  
the performance of Exchange Citrus Pectin!  
Send for free samples and formulas.

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de luxe assortments. Yet they  
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Send immediately samples and formulas of tart fruit flavored jelly pieces made with  
Exchange Citrus Pectin.

Name .....

Company .....

Street .....

City..... State.....

**Texture:** Very tough.

**Taste:** Fair.

**Remarks:** The name caramel is misleading as this piece is anything but a caramel. The banana flavor is not a good flavor.

### Code 6H 35

#### Hard Candy Chip—Peanut Butter Center—No weight—1c

(Purchased in a cigar store, Glen Ellyn, Ill.)

**Appearance of Piece:** Good for a 1c seller. Printed wax paper wrapper.

**Jacket—**

**Texture:** Good.

**Taste:** Good.

**Center:** Good.

**Remarks:** This is a good eating piece for a 1c seller.

### Code 6I 35

#### Neapolitan Squares— $\frac{1}{2}$ lb.—10c—Sold in Bulk

(Purchased in a chain store, New York City)

**Appearance of Pieces:** Good. This piece is a nougat of different colors rolled in white coconut.

**Colors:** Good.

**Coconut:** Good.

**Nougats:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best eating pieces the Clinic has examined for some time that was purchased in a chain store. Candy is good eating and has a good taste. Cheaply priced at 20c the pound.

### Code 6J 35

#### Chocolate Coated Marshmallows— $1\frac{1}{4}$ oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Package:** Good; 5 pieces of chocolate coated marshmallows on a tray. Printed transparent wrapper, silver and red.

**Size:** Good.

**Marshmallow Center—**

**Color:** Good.

**Texture:** A trifle tough.

**Taste:** Fair.

**Remarks:** Coating had a burnt taste. This, no doubt, ruined the taste of the marshmallow also.

### Code 6K 35

#### Assorted Wrapped Caramels—No weight, about 4 oz.—5c

(Purchased in a chain store, New York City)

Caramels packed in a Cellophane bag.

**Colors:** Good.

**Texture:** Tough.

**Taste:** None.

**Remarks:** These are very cheap caramels, tasteless, and were more like taffies than caramels.

### Code 6L 35

#### Marshmallows—1 lb.—14c

(Purchased in a drug store, San Francisco, Calif.)

**Appearance of Package:** Good. Cellophane bag. Name printed in red, sealed with red and silver seal.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating marshmallow and cheaply priced at 14c the pound.

### Code 6M 35

#### Fudge Bar—3 oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Bar:** Good. Transparent wrapper, blue and white seal.

**Size:** Good.

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Brazil Nuts:** Good.

**Remarks:** This is not a good fudge bar, eats more like a light nougat bar. Not up to the standard.

### Code 6N 35

#### Marshmallow Almond Bar— $2\frac{1}{4}$ oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Bar:** Good. Printed glassine wrapper, gold backed.

**Size:** Good.

**Coating:** Light; very cheap.

**Center—**

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Remarks:** This bar is not up to standard. Coating was supposed to have had almonds in it. Nuts were like dust, could not be tasted.

### Code 6O 35

#### Chocolate Fudge Bar— $2\frac{1}{4}$ oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Bar:** Good. Transparent wrapper, gold and black seal.

**Size:** Good.

**Color:** Too black.

**Texture:** Tough.

**Taste:** As if it was made from scrap.

**Remarks:** A very cheap eating fudge bar and had a bad taste.

### Code 6P 35

#### Almond Caramels—2 oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Package:** Good. Printed gold and black transparent wrapper. Caramels wrapped in wax paper.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best 5c caramel packages examined by the Clinic this year.

### Code 6Q 35

#### Caramels—5 oz.—10c—Sold in the Bulk

(Purchased in a drug store, San Francisco, Calif.)

Transparent wrapper, finger shape vanilla caramel with taffy center, plain vanilla and plain chocolate.

**Caramel and Taffy—**

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Chocolate Caramel—**

**Color:** Good.

**Texture:** Good.

**Taste:** Fair.

**Plain Vanilla Caramel—**

**Color:** Good.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** Caramels had a very cheap taste and were tough eating, not up to the standard of this priced caramels.

### Code 6R 35

#### Chocolate Fudge—1c each

(Purchased in a department store, San Francisco, Calif.)

**Appearance of Piece:** Very cheap looking. Piece is cast in animal shapes.

**Color:** Bad, looked like licorice.

**Texture:** Fair.

**Taste:** Bad.

**Remarks:** Piece tasted as if it was made of scrap and looked like licorice candy.

### Code 6S 35

#### Toasted Sandwich— $2\frac{1}{2}$ oz.—5c

(Purchased at a candy stand, New York City)

**Appearance of Bar:** Good. Transparent wrapper, printed cardboard.

**Size:** Good.

**Coconut:** Good.

**Marshmallow:** Tough.

**Taste:** Fair.

**Remarks:** This is a good looking bar but is a very tough eating marshmallow bar, not up to standard.

### Code 6T 35

#### Coconut Marshmallows—

$6\frac{1}{2}$  oz.—10c

(Sent in for analysis—No. 4186-35)

**Appearance of Package:** Good. Printed Cellophane bag.

**Size:** Good.

Long thread coconut used.

**Colors:** Good.

**Coconut:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** Very good eating coconut marshmallow; ought to be a good seller. Neat and attractive looking package.

### Code 6U 35

#### Sugared Assorted Marshmallows—

$6\frac{1}{2}$  oz.—10c

(Sent in for analysis—No. 4187-35)

**Appearance of Package:** Good.

**Size:** Good.

Marshmallows are made with two colors, in layers, rolled in fine sugar.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** These are good eating marshmallows. Something different looking in marshmallows. An attractive looking marshmallow package.



# CANDY WRAPS

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### Code 6V 35

#### Chocolate Coated Coconut Marshmallow Bar—2 oz.—5c

(Purchased in a retail candy store, Boston, Mass.)

**Appearance of Bar:** Good. Plain Cellophane wrapper, red and gold seal.

**Size:** Good.

**Coating:** Fair.

**Center:** Vanilla marshmallow.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** If the coating was good this would be a very good coconut marshmallow bar. One of the best vanilla marshmallow centers that the Clinic has examined this year.

### Code 6W 35

#### Toasted Sugared Peanuts—1¾ oz.—3 for 10c

(Purchased in a cigar store, Boston, Mass.)

**Appearance of Package:** Good. Printed Cellophane wrapper.

**Size:** Good.

**Color:** Good.

**Roast:** Good.

**Texture:** Good.

**Sugar Coating:** Good.

**Taste:** Good.

**Remarks:** This is a good tasting peanut, well made and good eating.

### Code 6X 35

#### Brazil Toffee Pie—6 oz.—5c

(Purchased in a chain store, Boston, Mass.)

**Appearance of Package:** Good. Printed glassine bag used.

**Size:** Good.

This is a chewy taffy, panned in a round piepan, covered with sliced Brazils.

**Color:** Good.

**Texture:** Good.

**Taste:** Good for this priced candy.

**Remarks:** This is a large 5c seller. One of the largest that the Clinic has ever examined. It isn't possible for the manufacturer to make a fair profit on this pan of taffy.

### Code 6Y 35

#### Toasted Marshmallows—

6¾ oz.—10c

(Sent in for analysis—No. 4184-35)

**Appearance of Package:** Good. Printed Cellophane bag. Neat and attractive looking.

**Size:** Good.

**Coconut:** Good.

**Marshmallows—**

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best toasted marshmallows the Clinic has examined this year.

### Code 6Z 35

#### Assorted Marshmallows—

6¾ oz.—10c

(Sent in for analysis—No. 4185-35)

**Appearance of Package:** Good. Printed

Cellophane bag. Neat and attractive.

**Size:** Good.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** These marshmallows are good eating and have good flavors. Seldom do we come across marshmallows that have good flavors.

### Code 6aa 35

#### Chocolate Coated Marshmallows—1¾ oz.—3 for 10c

(Purchased in a cigar store, Boston, Mass.)

**Appearance of Package:** Good. Five pieces on a tray, printed tinted Cellophane wrapper.

**Size:** Good.

**Chocolate Coating:** Dark. Good for a 5c seller.

**Center:** Vanilla Marshmallow.

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Remarks:** This is a good looking marshmallow package but the center is not made right.

### Code 6bb 35

#### Chocolate Brazil Fudge—2½ oz.—3 for 10c

(Purchased in a cigar store, Boston, Mass.)

**Appearance of Package:** Fair. Printed transparent wrapper, a trifle cheap looking.

**Size:** Good.

**Color:** Too light.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** The wrapper is cheap looking. Hardly any chocolate could be tasted. Suggest quality of bar be improved and sold retail at 5c.

### Code 6cc 35

#### Caramel Bar—2½ oz.—5c

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Bar:** Good. Printed Cellophane wrapper.

**Size:** Good.

**Chocolate Coating—**

**Color:** Dark; too dark.

**Gloss:** Fair.

**Taste:** Fair.

**Center:** Vanilla caramel.

**Texture:** Good.

**Taste:** Good.

**Remarks:** If a better coating was used it would improve the eating qualities of the bar.

### Code 6dd 35

#### Chocolate Nut Fudge—2 oz.—5c

(Purchased in a grocery store, Glen Ellyn, Ill.)

**Appearance of Bar:** Fair. Plain transparent wrapper. Three pieces of fudge in a printed boat, each piece wrapped in glassine paper.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** Suggest the glassine wrappers be left off as they spoil the appearance of the package. Nuts had an old, rancid taste which spoiled the taste of the fudge.

### Code 6ee 35

#### Chocolate Fudge Bar—2½ oz.—5c

(Sent in for analysis—No. 4183-35)

**Appearance of Bar:** Good. Printed foil wrapper.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best chocolate fudge bars examined by the Clinic this year. Most chocolate fudge bars have a scrap taste.

### Code 6ff 35

#### Chocolate Pudding—2¾ oz.—5c

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Piece:** Good. Cellophane wrapper, printed blue seal.

**Size:** Good.

**Chocolate Coating—**

**Color:** Light; good.

**Gloss:** Good.

**Taste:** Fair.

**Center:** Chocolate Cream.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This bar is made in a round shape, dipped in chocolate and dropped in a round paper cup. A good eating bar of this type.

## Candy Packaging Clinic

(Continued from page 41)

lemon and orange. Two-color lithographed one-layer set-up boxes; illustrations on covers in keeping with contents. Cellulose wrapped. Each box has wide variety of candies in the specified flavor. Packed in glassine cups with dividers in many sections.

**Design:** It is apparent that quality of the contents and price made necessary economy of box design. Nevertheless it is regrettable that such attractive merchandise has such cheap looking cover designs, however, the molasses package is an exception as its cover is well done.

**Appearance on Opening:** Excellent and appetizing assortments.

**Colors:** Well blended and contents in good condition.

**Sales Appeal:** Very unusual for summer merchandise. The five packages offer wide variety and outstanding opportunity for merchandise display.

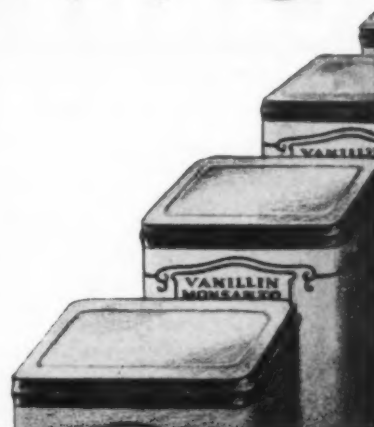
**Remarks:** An effective solution of the summer merchandising problem. This is one of the best popular priced assortments examined by this Clinic.

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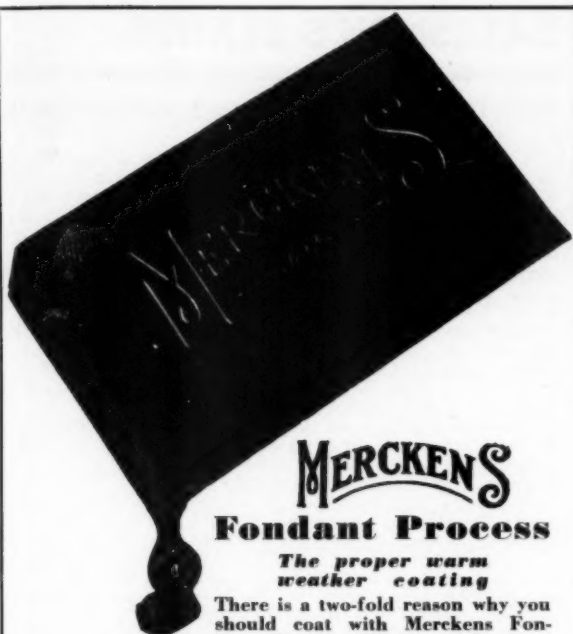
JULY 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# The CANDY MAN'S CALENDAR

July			August		
7th Month			8th Month		
31 Days { 4 Saturdays 4 Sundays			31 Days { 5 Saturdays 4 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.	1	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
3	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.	2	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
4	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)	3	Sa	Bi-monthly meeting St. Louis Candy Sales Assn., American Annex Hotel, St. Louis, 12:30 noon.
5	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Monthly meeting Wolverine Candy Club, Norton Hotel, Detroit, Mich.	5	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
6	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.			Associated Retailers Confectioners' annual meeting, Palmer House, Chicago (3rd-5th). — Flavoring Extracts Manufacturers' Assn. annual meeting, Lake Shore Athletic Club, Chicago (3rd-5th).
8	M	Have you planned your semi-annual inventory?	7	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
9	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.	9	Fr	Monthly meeting of Wolverine Candy Club, Detroit, Mich.
10	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.			Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
12	Fr	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.	13	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
15	M	Bi-monthly meeting Chicago Candy Club, Medinah Club, Chicago.—Annual meeting, Southern Wholesale Confectioners' Assn., Savannah, Ga.	14	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
16	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	15	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
19	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.	19	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.
20	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.	20	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
25	Tu	Thanksgiving and Christmas boxes should be out now—and orders secured.	26	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
27	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.	29	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
29	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.			Bi-monthly meeting, Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
31	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	30	Fr	
			31	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.





## MERCKENS Fondant Process

*The proper warm  
weather coating*

There is a two-fold reason why you should coat with Merckens Fondant Process Coating right now.

**First:** Merckens Fondant Process Coating sets quicker and does not soften as easily as ordinary coatings do in warm weather. This insures the fine appearance and lasting qualities of your chocolates.

**Second:** There is a delicacy of flavor that Merckens Fondant Process brings out of cocoa — adding to the taste appeal of your candies.

Merckens Fondant Process Coating is manufactured according to a New process and is true to Merckens quality. Need we say more?

*Let us submit samples without  
cost or obligation*

**MERCKENS CHOCOLATE CO., Inc.**

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**BRANCHES:**

**LOS ANGELES**

412 W. Sixth Street

**BOSTON**

131 State Street

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HANDLER & MERCKENS, INC.

180 W. Washington Street



## RASPBERRY

The flavor you add determines the relish with which your candy is eaten.

Our Raspberry, in particular, is especially fine. All the fragrance and aroma of the natural berry intensified so that the flavor is fuller and more pleasing.

*If you would like samples  
write on your firm's letter-  
head advising what you  
are planning to flavor.*

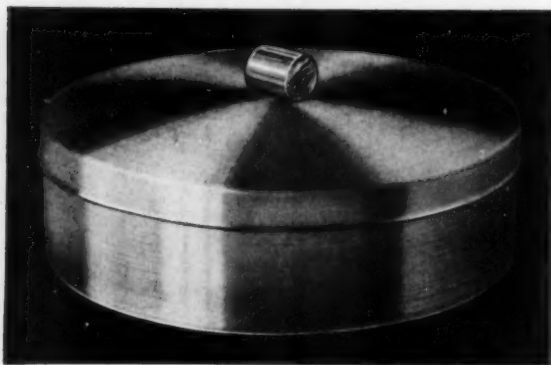
**SCHIMMEL & CO., INC.**

601 West 26th Street

New York City

PENNSYLVANIA 6-5448

CHICAGO REPRESENTATIVE: A. C. DRURY & CO., INC.  
219 E. North Water Street, Chicago, Ill.



## Re-use Containers for Holiday Packaging



Interesting bowls, containers and what-nots, made up in the new, popular Satin-Ray Aluminum, provide smart containers for candy and confectionery.

The sparkling eye-appeal of this distinctive gift ware gives your candy a decided advantage over the ordinary box container. Both dealer and consumer acceptance is immediate. Ideal for special or holiday packaging.

## Become Useful Accessories for the Whole Family

The re-use feature of West Bend gift ware quickly catches the shopper's imagination. There are innumerable uses and places for bowls, trays and what-nots. Mother or sister wants the new stylish bowls for powder boxes—or for small, short-stemmed flowers—or for candy at the bridge table.

Even father or brother likes the idea of the aluminum candy packages because they make convenient ash trays or boxes for desk and writing supplies. These useful accessories appeal to the whole family, particularly for holiday or special occasion gifts.

The West Bend line includes a variety of bowls, trays and jars. New designs are being added and continually developed for your consideration. Write for bulletin on bowls and containers, or a complete catalog on gift ware!

### WEST BEND ALUMINUM Co.

Dept. 856

West Bend, Wisconsin

## SALESMEN'S SLANTS

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

**I** HAVE been reminded somewhat of the World War for the past 7 weeks in Detroit. Not that there has been a war to exterminate human beings physically but it looks like a number of jobbers will eventually be exterminated financially. The world war was started by the actions of a very few people, and the price wars are usually started by a very, very, few people. I suppose like world wars, most all, if not all, people are dragged in to price wars.

Some confectionery manufacturers have refused to be slackers. They have already begun to do their bit for the industry, by allowing special discounts or longer terms than 2% 15 days, or free goods—anything to oblige our jobbing brethren to keep up the war.

How any industry can stand by and see these spasmodic flare-ups take place, and see their channels of distribution sink deeper in the mire, is more than the writer can tell. It seems that it is an old Spanish custom.

Will some enlightened manufacturer answer this question? How can a jobber buy goods for 40c and 64c, and sell them to the retailers for 41c and 64c per box? If there is profit in that kind of a transaction, then manufacturers' representatives are in the wrong end of this business. We should open a warehouse in the basement of our homes and sell confectionery to the retailers.

I hear, though, that confectionery is being sold at less than cost on the west coast, so our Dear Old City of Detroit should not be censured too severely.

I must record the death of a gentleman whom I greatly admired for a period of years. The confectionery industry has lost in Clarence Meister, of Chicago, one of the finest gentlemen who ever sold confectionery. A loving father, a true friend, a real salesman, and a good sportsman is all I can say of him. He will be missed by his associates, and all those that knew Clarence.

J. J. Dehm, of Detroit, a very close friend of Mr. Meister, and the writer attended the funeral in Chicago on July 1. Many prominent people connected in the confectionery industry attended.

Lester Netterstrom, who represents Wilbur Suchard Chocolate Co. as division manager in the Chicago territory, has been making numerous friends in his new territory and has had very fine success in placing various numbers in the Wilbur Suchard line.

To get away from the storm and strife of the confectionery industry, in the Detroit market, I decided to recruit a gang of fishermen for the opening of the bass season in Michigan, which opened on June 25. H. J. Glickman, vice-president of the Queen Anne Candy Co.; Joe Bianco, vice-president of the B. & G. Candy Co.; Perc Levinson, buyer for the Morris King Cigar Co., Bay City; Larry Grady, Bunte Bros.; Art Dillon, National Chicle Co. and National Candy Co., answered the call of the wild to George Worthey's fishing camp at Frederick, Mich. Dick McClean, Williamson Candy Co., stopped off for the weekend. Believe it or not, 10 dandy black bass were caught by three of us, and the rest caught a cold!

The 27th cash and carry branch was opened in the city of Detroit by the General Tobacco & Grocery Co. early in July.

W. H. Pritz, president, the John Mueller Licorice Co., Cincinnati, Ohio, spent three days at George Worthey's fishing camp catching the elusive trout. Mr. R. M. Bame accompanied Mr. Pritz. Mr. Pritz will leave early this month on a short trip to England. While you are over there, Walter, find out the confectionery jobbers' secrets of doing business on a profit basis! I want to have it copied in this country.

Lee Boles, assistant sales manager, Curtis Candy Co., was a recent visitor in Detroit. He was accompanied by Jack Daily, the company's representative in Detroit.

Abe Jaffe, who headquarters in San Francisco, Cal., was a recent visitor in Detroit. Abe has numerous friends here



and each year he makes it a point to stop off on his way East.

A. Gianessi, president, the B. & G. Candy Co., Detroit, is spending a vacation at Oakland, Cal., for thirty days. He will return to Detroit on August 1.

Mr. E. Kratt, sales manager of the Wilbur Suchard Chocolate Co., was a recent visitor to the trade in Detroit. He was accompanied by their Michigan representative, Jean Nogles.

Jack Hartstein, manager of Ideal Tobacco Co., was injured in an automobile collision on June 30. It is hoped that he and his mother, who also was in the car, will recover speedily.

The King Cigar Co., Flint, Mich., has moved in to its new building, which is one of the finest equipped in the State of Michigan. The confectionery store room is air conditioned, and every modern device has been installed in the building.

The Detroit Jobbers Assn. and the Wolverine Candy Club held their yearly outing at Tashmoo Park, but due to the threatening weather, early in the morning, only 1,500 people attended this year. In the afternoon the skies cleared, and those that attended enjoyed the various programs of sport events.

The Northway Tobacco & Candy Co. has entered the wholesale grocery field, in conjunction with their confectionery and tobacco business. Good luck, boys, you'll need it.

#### C. RAY FRANKLIN, *Speaking from Kansas City*

THE weather throughout the Middle West continued chilly and rainy during the entire month of June. Crops look fine, although some have told me more sunshine is needed. There has been some improvement in business the past 60 days, and while we can stand all we can get, yet I feel there is a better feeling among the jobbers. Prices have remained about the same as my last report. The larger markets are still low, but no lower; that's good news. Due to the continued cold weather, sales have been hurt some; "afraid to buy chocolate goods, too cool to buy summer." So the retailers have suffered some by being able to offer a variety of merchandise. However, we will get summer weather one of these days, and when we do you know what will happen—so why should I attempt to enlighten you?

The jobbers in this section seem to welcome the idea that the larger manufacturers are inclined to continue on the past NRA, as far as hours and wages are concerned. They are not nearly as anxious for reduced prices as one might surmise. Well, they are correct. Any reductions that might be passed along to them would only be passed on by them, and their monetary volume reduced. There's only so much candy consumed, you know.

M. Venger & Sons, Omaha's progressive tobacco and candy jobbing house formerly known as The Omaha Tobacco Co., recently purchased a fine 3-story building at 315 South 13th St., which they are remodeling and expect to occupy soon. It's modern to the last word, and Moe, the manager, advised me they will load and unload within the building. The necessity of these larger quarters may be attributed some to Hymie Zorinsky, their genial buyer, whom you may meet at any hour of the day or night, soliciting business. Here's wishing continued good luck to the entire organization.

Chas. Wood, buyer for The Gordon Candy Co., Omaha, left a few days ago for Minnesota, where he will enjoy a two weeks' vacation on the lakes fishing.

The Missouri River zone of the N. C. A. met at Kansas City at the Muehlebach Hotel a few days ago for a day's session. I do not know, I am sorry to say (as they would not let me in), the results of the meeting, but when you see such candy men as Carleton Woodward, Frank Gillen, Charles Chase, Charles Douglas, A. C. Dreibus and others get together, you can bet something constructive will be taken from the hat—and I don't mean a rabbit.



**H**OOTON quality is more than a point of pride with us. It is an obligation—dating back to the '90's. In the making of Hooton's Chocolate Coatings, for example, all cheaper raw materials are rejected. Only the very best will do. Absolute Laboratory Control of every material and process infuses positive quality into these coatings. And as a final safeguard, they are tested and retested for both quality and performance.

The result is chocolate coatings that not only win business by virtue of their excellent appearance, but **HOLD** it because of their superlative flavor and smoothness. It is, therefore, easy to understand why more and more confectioners are becoming Hooton users. You are invited to send for samples. Put them to every test you know. By so doing, we believe you will discover why they are profitable, business-building coatings to use.

# HOOTON

## CHOCOLATE CO.

NEWARK, NEW JERSEY



## AVOID LAWSUITS

Splinters, slivers, chips and other foreign material get into your goods from fibre, linoleum, cardboard or wood caramel cutting boards. Disagreeable and expensive lawsuits are a result.

Take no chances! For cutting caramels, nougats, centers and all other cutting, use

## BURMAK NEW TYPE CUTTER BOARDS

They will not splinter, chip or fray out!

They are firm, smooth and uniform in thickness!

The treated laminated construction means longer service and less wear on the cutting knives.

The **BURMAK** Caramel Cutter Board is the "standard" for leading manufacturing confectioners.

No. AC18	18" x 18"	Always in Stock
No. AC20	20" x 20"	Always in stock
Also any special sizes.		

WRITE FOR FREE SAMPLE

**BURRELL BELTING COMPANY**

403 S. HERMITAGE AVE. - - - CHICAGO

## IDEAL WRAPPING MACHINES

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute.

Candy manufacturers will find these machines excellently adapted to their most exacting requirements. Write for complete specifications and prices.



**IDEAL WRAPPING MACHINE CO.**

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

## How and Why of Accidents

(Continued from page 30)

had not been running true for several days, the supervisor failed to act and have the trouble corrected. An important element in accident prevention is to impress upon employees, and particularly supervisors, that defects must be promptly reported.

To prevent candy manufacturing accidents, we must remove these causes from the operations, and to do this is it essential that the management fully and sincerely realize the importance of making safety a definite part of its production program.

### How a Safety Inspection Committee Plan Was Organized in One Candy Factory

As an example of how such a safety program can be organized, I wish to read a letter that the General Manager of a large firm used in bringing this matter to the attention of his supervisors. The letter reads as follows:

"To Superintendents:

"There shall be a Safety Inspection Committee with Messrs. W. L. D. and J. J. D. as permanent members; one additional foreman will serve for thirty days, then he will change with some other foreman until all foremen have had the opportunity to serve on the Committee.

"This Committee will make a complete tour of the plant on the first and third Wednesdays of each month between the hours of 1 P. M. and 2:30 P. M. The Committee will receive a weekly list of accidents from our nurse for investigation during the time of survey.

"The Committee will have authority to immediately correct any unsafe practice through the co-operation of the foreman in any department. In any situation where action cannot be obtained through the foreman or superintendent, the unsafe condition should be referred to the writer. In order that all foremen may fully understand the function of the safety inspection committee, we suggest the attached letter be issued to each foreman over superintendent's signature. The superintendent shall appoint the third member of the committee previous to the inspection tour on the first Wednesday of each month. If at any time the safety committee so desires, they are to have the authority to call a special meeting of the foremen." Signed—Vice-President.

A study recently made by our company points conclusively to the benefits to be obtained by organized safety work. The reduction in the frequency of accidents of the ten corporations which were surveyed since safety programs were installed resulted in a saving in production costs of \$130,119.

You will also be interested to know that one of the winners in our 1934 Illinois Safety Contest was a candy company.

The Safety Contest's spirit of rivalry is very helpful. A contest between employees to prevent accidents is the very best form of sport. We must realize ourselves and get all employees to realize that accidents are not necessities, but understand that they are expensive luxuries, and use the same spirit of careful analysis and enthusiastic co-operation in tackling this problem that has brought the candy industry to the high position of public regard that it now enjoys.

## Current Technical Literature

(Continued from page 43)

the increase in the osmotic pressure. (The osmotic pressure may be increased by raising the sugar concentration, or by increasing the proportion of simple sugars in the syrup. Thus, as invertase acts to invert sucrose into sugars of higher osmotic pressure, it progressively tends to suppress its own activity.) The same is true of other enzymic and fermentative reactions.

### Determining Lecithin in Chocolate



C. Meurice. *Bull. off. int. fabr. choc.*, 4, 3-8 (1934).

THE author's method of determining the presence of lecithin in chocolate is described.

### Build Your Trade Association

(Continued from page 35)

1933 is still maintained and the force of all of them has been increased and strengthened.

We do not wish to suggest that a degree of perfection has been reached. Indeed we do not contemplate that perfection ever will be reached. Any live industry and its live trade association must always be flexible and ready at any time to take on new objectives, to change its policies and to adjust itself and its organization to the requirements of the situation. It is essential, however, that the changes in association affairs shall have some rhythm to them, that adjustments should be made constantly and that there should be no stoppage of adjustment, for such stoppage should be the first sign of upheaval that would sooner or later take place.

Open-mindedness, receptivity to new ideas, indeed the seeking of new ideas and new plans is, in times like these, always one of the great essentials of trade association success.

### Prevention of Foreign Substances

(Continued from page 26)

**DR. JORDAN:** No, that is the tolerance allowed; that is as high as they will allow you to go.

**MR. MELODY:** Two ounces in a million ounces?

**DR. JORDAN:** Two pounds in a million pounds.

**DR. JORDAN:** It goes away out to the sixth decimal point before you begin to find it, but the experts claim that lead is a cumulative poison and the Government has just started in the last two or three months to emphasize this difficulty.

Mr. Ziegler called my attention last night to this inspection, and I have heard it from some Southern cities, and they are starting in New York.

**MR. ZIEGLER:** There is one other way in which you are likely to get lead; that is the chocolate pan for molding. A lot of solder is used in the chocolate mold and when you have defective molds and there is scraping of the pans, some of the solder is scraped into the chocolate...



Behind that name stands a full century of service to MANUFACTURERS of CHOCOLATE. It is a positive guarantee that machinery and equipment bearing the LEHMANN trade mark are the very finest that human skill and engineering ability can produce.

Let LEHMANN Engineers solve your equipment problem.

J. M. LEHMANN CO., INC.

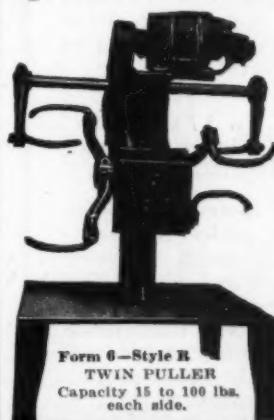
Established 1834

250 W. Broadway, New York, N. Y.  
PLANT: LYNDHURST, N. J.

MAXIMUM CAPACITY 200 lbs.

PER BATCH

Form 6 — Style R  
TWIN PULLER



Form 6—Style R  
TWIN PULLER  
Capacity 15 to 100 lbs.  
each side.

Minimum capacity 15 lbs. per batch. Pulls either hard-boiled or soft-boiled goods.  
Can be operated at any speed desired. Has variable speed control, self-contained electric motor drive.

Can be used for 2 batches at once—either the same or different colors or flavors.

Write for complete description and price.

Other sizes and styles—capacities 5 lbs. to 300 lbs. per batch. All parts interchangeable.

#### Rebuilt Models Available

A substantial saving is possible by installing a rebuilt model. Write for information.

HILDRETH'S

THE ORIGINAL CANDY PULLER  
HILDRETH PULLING MACHINE CO.

153 Crosby Street, New York, N. Y.

## Are You Looking Over Someone's Shoulder?



### Is One Copy Enough?

- One copy of the industry's only specialized, technical magazine on information and news of interest to the manufacturer is enough for one person, yes . . . but not for the major executives of the plant. Presidents, buyers, sales managers, superintendents and their assistants should all have personal copies of their own. When somebody wishes to borrow your copy—don't take a chance on not having it returned. Instead refer him to the subscription department of *The MANUFACTURING CONFECTIONER*. You'll be doing him a favor!

### Has Your Subscription Expired?

- If it has, you'd better renew it now, so you will be sure to get the *MANUFACTURING CONFECTIONER* every month. Otherwise you might miss some information of particular value to you. Just send in the coupon below, today!

### Are You Keeping Up on Industry Developments?

- Production methods, materials, equipment, plant operations, packaging, distribution, sales, merchandising, industry news and developments in each specialized phase of interest to manufacturers—these and other subjects of importance enable you to keep up on industry developments thru the monthly issues of *The MANUFACTURING CONFECTIONER*.

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Name .....  
Company ..... Position .....  
Address .....  
City .....  
State .....

## Trade-Mark Service of N.C.A.

(Continued from page 31)

claim of several hundred dollars, due to the peculiar character of the injuries sustained by the claimant.

While I think it is a good idea to report claims of this kind to the N. C. A. headquarters, the character of the substances causing the alleged injuries should not be mentioned in the circulars mailed to the members. While these circulars are supposed to be confidential, there is no such thing as confidential information of this sensational kind. It merely affords the opportunity for the information to become public property to the injury of the industry at large. Certainly the members would not want it announced that screws, nuts, bolts, wire, tin, pieces of iron, pebbles, glass, insects and many other horrifying things as shown by these reports have been found in their candy.

### Products Liability Insurance

A word about products liability insurance: While I think it is a good idea, as announced in the circular mailed to the members from N. C. A. headquarters, that an effort should be made to obtain group insurance on products liability claims for the entire membership, at the same time it is very necessary that in arranging for this kind of coverage that there should be a definite and certain understanding as to the extent of the coverage given the members.

I have in mind one case which is now pending in court involving the sale of candy manufactured by one of the members to one of the syndicate stores. The candy manufacturer had no insurance coverage, but felt secure on account of the information that he had received from the syndicate store that the company owning the store was amply protected by products liability insurance, but when the case came to trial it was found that there was a clause in the insurance contract which provided that coverage extended only to products sold and consumed on the premises. The candy in this particular instance happened to be a candy bar which was taken outside to be eaten and therefore the insurance did not protect either the store or the manufacturer. The result will be that the manufacturer will probably be compelled to pay a large claim.

Another thing which should be absolutely included in a contract of this kind is a clause protecting the manufacturers on compromise settlements. For example, if a claim is made against a manufacturer for \$100 and it is settled for \$25, some of these products liability insurance contracts would not cover such a settlement, and manufacturers have found much to their disappointment that it was only when such claims reached the stage where legal procedure was started that they were actually protected by their insurance contracts.

These and many other legal points should be carefully considered in any contract arrangement for a blanket coverage for products liability insurance.

### Federal Trade Commission

I have been consulted by a number of members relative to complaints filed by the Federal Trade Commission and have represented some of them at the hearings.

The recent unanimous decision of the U. S. Supreme



Court declaring all N. R. A. Codes illegal, swept the Candy Code containing Rule 19 into the discard.

Complaints filed by the Commission since the interpretation of Rule 19, have included a violation of that rule, making them in a sense double barreled.

It will now be necessary for the Commission to go back to the old form of complaint used before the advent of the N. R. A. experiment.

### General Legal Advice

In the line of general legal advice on corporation laws, income taxes, excise taxes, federal and state food laws, and other legal questions of a similar character, I recall several cases where the members were saved large amounts through the services which they received.

One that I recall saved \$2,300, another \$631, another \$876, another \$140, another over \$3,000, etc.

On looking over my records I find that upwards of 100 members have received legal counsel and advice on matters of special and direct interest to them.

It is frequently difficult to decide just where the free services as General Counsel should end and where my services as individual counsel should begin. Any doubt is always resolved in favor of the member.

Many members have had the benefit of free advice and service for which it would have been perfectly proper to make a special charge. I did not do so for the reason that I wanted them to feel that their membership in the N. C. A. included practically unlimited service on all legal matters of special interest and which made their memberships a thing of real pecuniary value.

In the initial stages I am frequently consulted relative to legal matters which are entirely within the range of General Counsel service, but which later develop into important legal controversies.

For the reasons stated, the total amount received for services rendered for which special charges were made, has been comparatively small.

In short, the savings to the many members who have taken advantage of General Counsel and Trade-Mark service amounted to a good many thousand dollars far in excess of the actual cost of maintaining the service and which unquestionably proves its value and the wisdom of continuing it.

Respectfully submitted,

WALTER C. HUGHES.

38 South Dearborn Street,  
Chicago, Illinois.

### Penny Items for Fall

(Continued from page 19)

After the superintendent has completed his part and made the new piece of candy, he should confer with the manager, sales and cost departments, at which time the new item and its merits should be thoroughly discussed. The proper packaging and merchandising should also be decided upon. In this way, all the responsible heads will have assisted in building the new product, and from their cooperative efforts you can be assured of a greater chance of success for your new item.



## CREAMS

Make 'em now  
and Store 'em  
**KNOWING—**

*That they will be right  
when taken out this  
Fall for selling*

Use CONVERTIT and you can start your creams with a firm crust—handle even very soft creams—which is a production factor during summer.

You can coat these creams and store them with full assurance that they will be in perfect condition after several months.

**DO NOT  
TAKE CHANCES**

**USE**

**CONVERTIT**  
*Purified invertase of standardized activity*

CONVERTIT softens the creams, to the right degree, after they are coated. It is as easy to use as flavor. Write us for formulas on either cast or hand-rolls—**KNOW—USE CONVERTIT.**

*The*

**NULOMOLINE COMPANY**

Exclusive Distributors of CONVERTIT

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# What's New in The . . . . . ASSOCIATED INDUSTRIES

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## **New Baker Perkins Chocolate Refiner**

BAKER-PERKINS, LTD., has recently introduced a new 5-roll refiner which embodies, among other desirable features, the following:

1. A new method of mounting grinding rolls in relation to one another providing absolute rigidity as well as extreme accuracy and ease of adjustment for finest grinding.
2. A patented roll cooling system which provides an even temperature throughout the grinding surfaces



**The New Baker-Perkins 5-Roll Chocolate Refiner**

at grinding speeds and practically eliminates the formation of "hot spots."

3. A patented variable speed feed roll which makes possible the regulation of feed rolls to provide the best speed-ratio for various types of chocolate.
4. An adjustable feed hopper which can be opened out or closed in to ensure a sufficient supply of chocolate for the entire grinding surface of the rolls.
5. A removable scraper mounting of rigid construction provided with flexible steel blade which ensures complete removal of chocolate from the roll.

This new refiner is designed to provide simplicity of operation and adjustment while producing a chocolate of exceptional fineness and uniformity.

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## **Fritzsche Brothers, Inc., Lease Large Space**

A LEASE covering an area of 75,000 square feet in the Port Authority Commerce Bldg., at 111 Eighth Avenue, New York, has been signed for a term of years by Fritzsche Brothers, Inc., importers and exporters of essential oils and aromatic chemicals.

The space is the largest single unit to be taken by one tenant with the exception only of the third floor

occupied by the F. W. Woolworth Company. It was pointed out that the Fritzsche space is equal to that of an entire ten-story building on a lot eighty feet by one hundred feet.

Fritzsche Brothers, Inc., are widely known in their line, having been organized in 1871. For the past 27 years, they have occupied space in Beekman Street. The firm has branches in Atlanta, Boston, Chicago, Columbus, Kansas City, Los Angeles, New Orleans, Philadelphia, San Francisco and is associated with Fritzsche Brothers of Canada, Ltd., in Toronto, Canada.

At Seillans, France, near Grasse, is located their factory, Parfumeries de Seillans, for the production of Essential oils, floral products and other perfumers' basic materials.

It is expected that Fritzsche Brothers, Inc., will occupy their new quarters about September 1st. Meanwhile the old quarters in Beekman Street have been renovated and will be occupied temporarily until their new home is ready.

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## **Union Buys Surplus Brandle & Smith Equipment**

THE Union Confectionery Machinery Company of New York has just completed negotiations for the purchase of surplus equipment which is still set up at the Philadelphia plant located at 5th and Bristol streets formerly occupied by Brandle & Smith Co. This machinery was in use by the Brandle & Smith Co. until the merging of their interests with Luden's, Inc., of Reading, Pa. It was through the latter concern that arrangements for disposal of the equipment were made.

It is understood that appointments can be made through the Union Confectionery Machinery Company offices for inspection on the premises of any of this machinery.

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## **Consumers Import Appoints New England Agent**

CONSUMERS IMPORT CO., New York, announces the appointment of Franklin H. Palmer & Company, 177 State Street, Boston, Mass., as their exclusive selling agents in the New England territory for Cico Dried Egg Products. The Consumers account will be handled by Mr. E. J. Cunningham of the above firm.

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## **Economy Equipment Appoints John Sheffman**

John Sheffman, well known throughout the East in the candy and biscuit industries, will represent Economy Equipment Co., Inc., in the Eastern territory. He is located at 152 West 42nd Street, New York City.


**WERTHY**  
RIBBONS RIBBONS

**W-E-R RIBBON CORP.**

Successor to  
Wertheimer Ribbon Corp.  
38-42 East 29th Street  
NEW YORK, N. Y.

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Gauze Ribbons - Tinsel Ribbons  
Satin and Novelty Ribbons  
Ribbonzene

 **SIMPLEX CHOCOLATE MOULDS**

Manufactured by  
"Walter" since 1866

Scientifically designed to eliminate breakage. Best construction—easiest to mould. Higher finish to moulded chocolate. Excellent service. Attractive prices. Catalogue and prices cheerfully sent upon request.

**Simplex Confectionery Mch. Co.**  
Sole Agents  
15 Park Row . . . . . New York, N. Y.

**HIGHEST QUALITY**  
**► GUMS ◀**  
**TRAGACANTH**  
Also ARABIC, AGAR,  
HOREHOUND HERB and  
EXTRACT, BLACK WALNUTS,  
Etc.

Send for our catalog of 900  
LABORATORY CONTROLLED PRODUCTS

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**S. B. PENICK & Co.**  
132 Nassau St., NEW YORK, N. Y.  
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"The World's Largest Botanical Drug House"

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candy and chocolate. Write  
for our low-cost budget plan.

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try the year 'round.

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EXCELL-O RIBBONS are bright,  
cheerful, lustrous—easy to  
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Write for prices and samples  
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Also  
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"1,000 Manufacturers Can't Be Wrong."



**The SIMPLEX VACUUM COOKER**

A revolution in the technique of  
cooking and cooling fondant, taf-  
fles, etc., as well as hard candies.

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**VACUUM CANDY MACHINERY CO**  
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**FOREIGN and DOMESTIC  
SHELLED  
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for CONFECTIONERS**

Est. 1885  
**DIRECT IMPORTERS**  
**SPENCER IMPORTING CO.**  
25 Leonard St., New York, N. Y.



### Tagliabue Mfg. Co. Advances Wacker

THE C. J. Tagliabue Mfg. Co., Brooklyn, N. Y., announces appointment of E. D. Wacker, as Assistant General Sales Manager.

Mr. Wacker has been with the company for 11 years, part of the time as manager of the Pittsburgh territory.

### Skipper Returns to Read

M. B. SKIPPER is back in the fold of Read Machinery Company, Inc., York, Pa.

In his new position with Read he will have charge of sales in the Chicago territory where he is well known. Mr. Skipper will have his office with Goggin and Mills (Readco Parts and Service) at 407 South Dearborn Street.

### Banner Brands Company Inc.

BANNER BRANDS COMPANY, INC., of 80 York Street, Brooklyn, formerly of 323 Greenwich Street, New York City, manufacturers of Banner specialties for bakers, confectionery and ice cream manufacturers, announces the recent reorganization and enlargement of both its staff and manufacturing facilities.

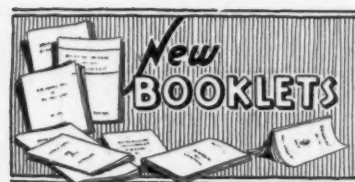
Banner Brands Company, Inc., was founded by Martin A. Lowenthal, vice-president, and Arthur E. Levy, Sec.-Treas., both well known in food circles. Henry I. Rosner, chemist, identified with the food industry for 26 years, has recently associated himself with the company, and has been elected as president.

E. L. Elbert, B. S., Cornell University, is in charge of the Laboratory and Research. Edward Noren is factory superintendent.

The enlarged selling staff has as its various divisional heads, E. H. Sage, in New York; A. Bassett, in Ohio-Pennsylvania; James Murtagh, in Baltimore and Washington, and Thomas Ryan, in Indianapolis.

### American Sugar Refining Co.

The American Sugar Refining Company, New York City, has been elected to membership in the Association of National Advertisers, according to an announcement made by that organization. Mr. D. T. Poole will represent the company in the A.N.A.



**SOME FACTS ABOUT A \$100,000,000 INDUSTRY.**—A booklet compiled by staff of Evaporated Milk Association, Chicago, giving those statistics and comments thereon.

**SPRAY EQUIPMENT BOOK.**—A Bulletin issued by the Binks Manufacturing Company, 3114 Carroll Avenue, Chicago, gives prices and descriptions of new additions to the Binks line of Spray Equipment.

**FRITZSCHE BROTHERS' PRICE LIST.**—Issued for July by Fritzsche Brothers, Inc., New York, N. Y.

**HOW TO PREPARE AND USE GLUES, PASTES AND GUMS.**—A twenty-four page booklet to assist users of glues and pastes in obtaining greater efficiency and economy by proper handling of adhesive products. Issued by National Adhesives Corporation, New York, N. Y.

**HOW TO GLUE CELLULOSE.**—Pamphlet issued by National Adhesives Corporation, New York, N. Y.

**FOOD COLORS.**—Instructive booklet on preparation and use of certified food colors. Issued by Warner-Jenkinson Manufacturing Company, St. Louis, Mo.

**D & O REFERENCE AND PRICE LIST.**—Issued for June and July by Dodge & Olcott Company, New York, N. Y.

**NEW FACTS ABOUT PROTECTIVE AND DISTINCTIVE PACKAGING.**—Brochure containing facts on protective packaging of perishable food products by means of metal foils. Issued by Reynolds Metals Company, New York, N. Y.

**MODERN BOX DESIGN.**—Brochure showing photographs and description of various types of cartons and corrugated boxes, designed for merchandising appeal. Issued by The Hinde & Dauch Paper Company, Sandusky, Ohio.



Machines developed by Baker Perkins—Left to right: B-P Automatic Batch Feeder, B-P Sugar Sanding Machine, Hansella Rostoplast.

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